BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 11 WASHINGTON, D. C., MARCH 24, 1941 $5.00 A YEAR—15c A COPY

FCC Starts Newspaper Ownership Drive

Orders Inquiry Designed to Stymie Press Applications; FM Grants Suspended, Case and Craven Dissenting

By SOL TAISHOFF

BY A MARGIN of one vote the FCC's "crackdown" majority, led by Chairman James Lawrence Fly, last Wednesday took its first open step against newspaper ownership of broadcast stations by ordering public hearings and an "investigation" to determine future policy. No date has been set but, in the interim, it looks as if all pending newspaper applications for both FM and standard stations will be stymied.

Using the FM application log-jam in big cities as the vehicle for its move, Commissioner Fly was supported in this long-simmering move by Frederick I. Thompson, former Alabama newspaper publisher, and George H. Payne, who once worked on New York newspapers and afterward was a press agent. Voting against the inquiry were Commissioners T. A. M. Craven and Norman S. Case, who have consistently held that the FCC is without jurisdiction. Commissioner Paul A. Walker was absent. Commissioner-designate Ray C. Wakefield was present, but since he had not yet qualified, he did not participate.

Effect on Public

With some 300 of the 890 stations in the country either owned by or corporately affiliated with newspapers, the magnitude of the issue is apparent. In its press release, carefully prepared under the scrutiny of the Law Department, the majority said the "hearings will be conducted with the objective of determining whether or not joint control of newspapers and radio broadcasting stations tends to result in an impairment of radio service under the standard of 'public interest, convenience and necessity'."

Though the release said the Commission does not imply that it is opposed to newspaper ownership of radio stations in general or in any particular situation, it has long been known that a move to ban such ownership was instigated in Administration circles years ago. The issue constantly has risen in Commission meetings during the last year, and generally Chairman Fly and Commissioners Thompson, Walker and Payne have voted together on "policy" considerations. Despite this, numerous newspaper applications for new stations and for transfers of ownership have been granted.

Action came while the FCC was considering the explosive Network-Monopoly Report, on which its majority appears disposed to take jurisdiction over the business affairs of network-affiliated stations under its interpretation of the "public interest" clause of the Communications Act. In some quarters it was thought the move was timed to divert the industry fire, particularly of important newspaper stations, from the network-monopoly issue.

The public hearing on the newspaper ownership issue—which the FCC majority said will be of "a broad, public character open to all applicants, prospective applicants, grantees, existing licensees, representatives of trade groups affected, and such other witnesses as the Commission may wish to call"—probably will not be set until the Commission completes the network-monopoly action about a month hence.

Chairman Fly had visited the White House the day before the action, spending a half-hour with President Roosevelt. Afterward he said "matters of policy" were discussed. It is presumed he cleared the newspaper-ownership hearing matter with the President at that time. That is viewed as logical since on March 11 Chairman Fly tried a straw vote on virtually the same issue, and was voted down 5 to 1.

Future Policy of FM

At the Wednesday meeting Assistant General Counsel Joseph L. Rauh Jr. pleaded the FCC's jurisdiction under the "public interest" clause. The majority's approach is that it is not pre-judging the issue but merely seeking to define future policy because of the urgency of FM.

The purpose of the hearings, said the press release, is to obtain for the Commission "sufficient information so that it will have a rational basis for the determination of future cases."

"At this time, the Commission's press release continues, "when the FM field is just beginning to open up, the opportunity is presented for an evaluation of policy without impairment to existing investments."

Commission records show, said the announcement, that about one-fourth of all commercial FM applications are filed on behalf of newspaper interests. Of 94 applications received, 27 were from concerns or persons in the newspaper business. In the standard field it pointed out more than one-third of the stations are identified with newspapers; that at least 100 stations are owned by publishers with more than one newspaper and more than one station connection. In more than 90 localities, it said, the only radio outlet is in the hands of the only local newspaper.

Opening of the newspaper-owner-

Text of FCC Newspaper Ownership Investigation Order . . .

FOLLOWING is the text of the FCC order (No. 79) adopted March 19 and released March 20, calling for an "immediate investigation" to determine policy on newspaper ownership of broadcast stations:

WHEREAS, under the provisions of the Communications Act of 1934, as amended, the Federal Communications Commission is empowered and directed to grant licenses for radio broadcast stations only after a determination that "public interest, convenience, or necessity" would be served thereby; and

WHEREAS, the question whether the granting of a license is in the "public interest, convenience, or necessity" where it results in common control of one or more radio stations and one or more newspapers has been presented to the Commission from time to time and has been the subject of debate before the Commission and elsewhere; and

WHEREAS, there are now pending before the Commission a large number of applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission desires at this time to obtain full and complete information for the guidance of the Commission in passing upon applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers; and

WHEREAS, the Commission deems it advisable at this time, when the public service of frequency modulation is in its early stages, to consider the adoption of a policy with respect to joint control of radio stations and newspapers, such policy to be applied by the Commission in passing upon high frequency broadcast applications (FM) coming before it and to guide and inform future applicants; and

WHEREAS, the Commission deems it advisable at the same time that it undertake consideration of the question of joint control of newspapers and radio with respect to applications for high frequency broadcast stations (FM) to consider the adoption of a policy to be applied by it in passing upon applications for the future acquisition of standard broadcast stations by newspapers;

NOW, THEREFORE, IT IS HEREBY ORDERED, That the Federal Communications Commission undertake an immediate investigation to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers and that public hearings with respect thereto be held at such times and such places as the Commission may direct, and that such investigation and public hearings shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers.

IT IS FURTHER ORDERED, That in those few cases in which the Commission has heretofore granted applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, the construction permits to be issued shall contain the condition that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof; Provided, however, that, upon a showing that the public interest, convenience or necessity will be served thereby, construction at an earlier date may be authorized.

ship issue now may tend to expedite Congressional action toward an investigation and a rewriting of the Communications Act of 1934. Senator Wallace H. White Jr. (R-Me.) is drafting a bill to reorganize the FCC and redefine the statute to set out clearly the limitations of the functions of the radio licensing authority. Because of the close ties between many members of Congress and their newspapers and stations, it is thought they will not permit an FCC assault to crystallize without Congressional scrutiny.

Pending Cases

Evolution of the newspaper-ownership crusade under the Fly leadership has been in evidence for some time. The groundwork was laid in recent hearing notices on newspaper applications [BROADCASTING, March 10]. It raised the question whether such grants would result in substantial monopolies of the media for general dissemination of intelligence in the particular areas.

One immediate effect of the action will be the withholding of authority to newspaper applicants for FM facilities. No full commercial licenses have yet been issued to any newspaper FM stations, but several are set to go. These, it is evident, will be suspended pending determination of the whole broad issue.

While there has been no hard and fast ruling, indications are that the FCC majority will be inclined to withhold action on standard broadcast applicants of newspapers, of which many are pending. Transfers of stations to newspapers similarly may be withheld pending determination of the isue.

Some legal test of this may develop, as well as of the whole subject. The U. S. Court of Appeals for the District of Columbia in the Tri-State Broadcasting Co. case (KTSM, El Paso, vs. the present KROD, in that city) which was decided on March 16, 1938, held that it knew of no provision of the statute or rule of law which "forbids broadcasting by the owner of a newspaper".

What the Act Requires

The significance of the FCC's move, from the legal standpoint, is also reflected in Section 307 (d) of the Communications Act, which provides that action on applications for renewal of license "shall be limited to, and be governed by, the same considerations and practices which affect the granting of original applications".

Thus, if the FCC should adopt a principle by which newspaper ownership becomes a disqualification for license, whatever the ground, it must extend it to all cases, and it must refuse to renew the licenses of the some 300 stations now owned by or closely aligned with newspaper interests. The Act does not distinguish between FM or standard stations, so any rule adopted would be applicable to both, assuming it withstood the legal test.

Virtually from the beginning of the New Deal in 1933, opposition to newspaper-ownership of stations in high places has been manifested. This apparently has stemmed from the editorial position adverse to the New Deal, taken by an estimated 80% of the country's newspaper circulation.

In early 1937, Hampson Gary, then FCC general counsel, submitted an opinion on the newspaper-ownership issue, in response to an inquiry from Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee. Mr. Gary held the FCC did not have the authority, under the existing law and in the absence of an expression of public policy by Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that such an application would be against public policy. In answer to the query whether legislation by Congress would be constitutional, Mr. Gary said this "is not free from doubt".

Up to Congress

Commissioners Craven and Case did not issue a minority opinion in dissenting from the action of the majority in voting the investigation. They took the united position, however, that (1) the FCC has no jurisdiction under the law; (2) it it constitutes prime discrimination against newspapers. (3) it is inadvisable as a matter of policy at this time because it would upset the whole broadcast structure and retard the drive toward unity in national defense. (4) it should be determined by Congress as a matter of public policy.

Commission Craven repeatedly has expressed himself pointedly on the issue. Two years ago, when the FCC ordered a hearing on an application to merge WCBA and WSAN, Allantown, Pa., half-time stations, with the city's two newspapers to hold 65% interest, both Commissioners Craven and Case dissented. Comdr. Craven said then that if the applications are set for hearing on this issue, "it can only be because a majority of the Commission have already adopted in their own minds, or contemplate adopting as a result of these proceedings, a principle that ownership of broadcasting stations by newspaper publishers, or by certain kinds of classes thereof, is contrary to public interest."

Some Aspects of Newspaper Ownership of Stations

Government records show that newspapers were among the pioneers in broadcasting, and that many newspaper business practices and policies are fundamental in present-day radio operations.

Instances in which the licensing authority has had occasion to discipline or admonish stations for unfair or partisan use of the station, or use as a personal mouthpiece of the licensee, invariably have affected non-newspaper stations, viz., Brinkley, Baker, Shuler etc.

The United States Court of Appeals for the District of Columbia, in deciding the Tri-State Broadcasting Co. Inc. case against the FCC, on March 16, 1938, involving the application of the *El Paso Times* for a new station in that city, said: "We know of no provision of statute or rule of law and are cited to none, which forbids broadcasting by the owner of a newspaper."

On Jan. 25, 1937, in response to an inquiry from Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, former General Counsel Hampson Gary of the FCC ruled in part: "In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy."

Mr. Gary, in response to a further inquiry whether legislation by Congress to divorce newspapers from station ownership would be constitutional, declared this "is not free from doubt" and stated the inquiry does not permit of a categorical answer. He expressed the opinion, however, that such legislation would be constitutional.

A serious question arises whether under the first amendment to the Constitution, forbidding Congress and any of the agencies created by it to abridge freedom of speech or of the press, any legislative action can be taken to force divorcement of newspapers from stations.

In previous dissents to FCC actions affecting isolated newspaper ownership cases on monopoly grounds, Commissioners Craven and Case have opposed any action on grounds of lack of jurisdiction, discrimination and improper policy that might upset the broadcasting structure. Such a declaration, they contend, would be tantamount to saying that carriage makers cannot go into the business of manufacturing automobiles and that automobile manufacturers may not make airplanes. Moreover, newspapers might be precluded from a field, such as facsimile, which conceivably will transmit newspapers by radio into the home. The motion picture industry, with television in the offing, likewise might be precluded from developing in a logical radio field, if similar restraints were applied to it.

Urges Music Fee Tax

VOTE ON anti-ASCAP legislation in New Jersey will be sought by Assemblyman H. Stanley Herbert, of Monmouth. With the State Legislature returning to session at Trenton, Mr. Herbert served notice that he will move to force from committee his bill to impose a 5% tax on all receipts from the use of copyrighted musical compositions. His measure, introduced in February, would prohibit organizations being formed to collect fees on such works, unless licenses are based on "per piece" usage. A similar bill failed to pass last year.

Newspaper Grants For FM Delayed

FCC Ruling Suspends 11 Out Of 43 Station Awards

NEWSPAPER interests, identified with 11 of the 43 companies or persons to whom the FCC has thus far issued construction permits for new FM stations, had their grants suspended pending the Commission's investigation and hearing on the subject of newspaper ownership. Meanwhile, of the pending FM applications at least one-fourth are from newspaper interests, some not now in broadcasting, and action on these also is to be deferred.

In its formal order [see page 7] the Commission stated that construction permits to be issued for FM stations associated with the publication of one or more newspapers shall contain the condition "that no construction of the facilities authorized therein shall be undertaken or continued until after the Commission shall have completed the aforesaid investigation and shall have taken action upon the basis thereof". The proviso was added, however, that upon showing that the public interest, convenience or necessity will be served "construction at an earlier date may be authorized".

The list of FM grants and their newspaper affiliations follows:

FM Newspaper Grants

Baton Rouge Broadcasting Co. Inc., Baton Rouge, La., granted 44.4 mc. for W45RG (same ownership as WJBO and the *Baton Rouge Advocate* and *State Times*).

John Lord Booth, Detroit, granted 44.9 mc. for W49D (Mr. Booth is owner of WJLB, Detroit, and is a large stockholder in the Booth Newspapers of Michigan, a chain of eight newspapers in as many cities, although he is not actively engaged in the newspaper business).

The Evening News Assn., granted 44.5 mc. for W45D (same ownership as WWJ and the *Detroit News*).

Gordon Gray, Winston-Salem, N. C., granted 44.1 mc., call letters not yet issued (Mr. Gray is owner of WSJS, Winston-Salem, and publisher of the *Winston-Salem Journal* and *Twin City Sentinel*, and also a large stockholder in R. J. Reynolds Tobacco Co.)

The Journal Co., Milwaukee, granted 44.5 mc. for W55M (same ownership as WTMJ and the *Milwaukee Journal*).

Radio Service Corp. of Utah, Salt Lake City, granted 44.7 mc. for K47SL (same ownership as KSL, in which approximately 20% of the stock is owned by the publisher of the *Salt Lake Tribune* and *Salt Lake Telegram*, with control held by the Mormon Church).

Rockford Broadcasters Inc., Rockford, Ill., granted 47.1 mc. for W71RB (same control as WROK and the *Rockford Register-Republic* and *Rockford Morning Star*, published by Ruth Hanna Simms).

South Bend Tribune, South Bend, Ind., granted 47.1 mc. for W71SB (same ownership as WSBT, WFAM and the *South Bend Tribune*).

Walker & Downing Radio Corp., Pittsburgh, granted 44.7 mc. for W47P (same ownership as WWSW and the *Pittsburgh Post-Gazette*, published by Paul Block).

WBNS Inc., Columbus, O., granted 44.5 mc. for W45CM (same ownership as WBNS, the *Ohio State Journal* and the *Columbus Dispatch*).

WGN Inc., Chicago, granted 45.9 mc. for W59C same ownership as WGN and the *Chicago Tribune*).

Newspaper Ownership Issue: Let's Have It Out—*An Editorial*

ANOTHER GRAB FOR POWER calculated to hamstring commercial broadcasting is in the making at the FCC. In the midst of its "final" consideration of the Network-Monopoly Report—which if approved as drafted would make the networks merely program brokers whose contract affiliations and time options would be subject to Federal regulation—the FCC majority has come out in the open with its long-simmering idea that newspaper interests can be stopped from owning broadcast stations without benefit of a mandate from Congress.

The majority, led by Chairman Fly, will promptly deny any intent to boot present newspaper ownership out of stations; it simply wants to "look into the matter" from a public policy standpoint while considering FM grants and while FM is "fresh and undefiled". The hook upon which it has acted in calling as yet unscheduled hearings is the fact that so many FM applications are from newspapers.

The issue is raised even though the law prescribes a different course and even though the courts have held that the FCC can't do anything about it without an act of Congress. There is even serious question whether Congress can decree, under the Constitution, that newspapers or stockholders in newspapers, singled out from among all other business enterprises, are ineligible to engage in broadcasting.

The call for a public hearing and investigation seems cleverly timed. It comes just when the FCC majority is under fire in its consideration of the Network-Monopoly Report. Can it be that it is using this merely as a decoy to divert some 300 radio-newspaper interests from the network monopoly issue? The question is being asked in the industry, and Congress may soon seek the answer.

The newspaper ownership question has been with radio since broadcasting began. Many of the country's pioneer stations were launched in the early 20's by far-sighted publishers, who then had no thought that they would become self-sufficient enterprises. There were also far-sighted department store owners, motion picture companies, insurance company executives, electrical equipment manufacturers, seed nursery proprietors and even some educators and clergymen who got in on the ground floor.

Possibly the ideal would be achieved if the ownership of every radio station were in the hands of professional radio folk, none of whom held any interest whatsoever in any other kind of business. But radio by the American Plan, as approved by the public and by Congress, is a business—and capital and enterprise in a free democracy simply do not flow that way.

There isn't anything in law or in common sense to require that a station owner or stockholder must not engage in or hold stock in any other business, newspaper or otherwise.

There in essence you have the whole newspaper-ownership "problem". What difference does it make to Mr. and Mrs. John Q. Public whether a station is owned in whole or part by a manufacturer, a merchant or a newspaperman—so long as that station renders a balanced public service and eschews being the mouthpiece of any special interest, political or otherwise?

The public hasn't been complaining about the ownership of stations, which happens to be about as diverse as haphazard growth and free enterprise could make it (some 890 U. S. stations in operation or authorized for construction being owned by about 750 utterly unrelated corporate or personal entities). It's easy to cry monopoly, but even a superficial inquiry will disclose that radio station ownership is by no means concentrated in a few hands.

But apparently it does make a difference to a few men who, mindless of the far more pressing problems confronting the country and the world, unwilling to let well enough alone and seemingly eager to please their silent masters, are intent upon divorcing newspapers from radio. The logical next move would be to decree that no Democrats or no Republicans or no men with blonde hair or blue eyes might own stations.

The whole "problem" is not without its little ironies. The anti-newspaper element were among those who hailed the free competition theory laid down in the Sanders case, which dictates that no application for a new station may be denied if it meets all technical, legal and financial requirements. What if a newspaperman is the only applicant, or if he is one of several applicants equally qualified for facilities available to both? We've seen the Commission grant two stations in little towns like Salisbury, Md., and Las Vegas, Nev., and tell them to go to it—let the fittest survive.

Four of the 13 new broadcast stations authorized thus far this year by this same FCC have newspaper interests identified with their ownership; last year the ratio was 22 out of 76. Among the 43 FM grants thus far, 11 are to newspaper interests. And remember, the law does not distinguish between standard and FM broadcasting. If a policy is applied to one, it automatically must apply to the other. Since all renewals must be considered on the same basis as original applications under the statute, once the FCC should decide on divorcement of newspapers from stations, it must apply that yardstick to the 300 existing stations in that category.

The whole subject would be ludicrous were it not so serious and were the past actions and utterances of certain FCC members not so foreboding.

A study of the newspaper-ownership list discloses that half or more such stations are located south of the Mason-Dixon Line, in solid Democratic territory, or otherwise in the hands of Democratic and pro-New Deal publishers. The tendency has been marked in the last eight years, both as to new station grants and acquisitions by purchases approved by the FCC.

Shall these be deprived of their property by indirect action obviously calculated to "get" those publishers certain New Dealers don't like? Shall the free flow of capital into FM be retarded by artificial restrictions imposed by a few Washington bureaucrats?

With this as with other synthetic issues stirred up by a few men, we say again—let's go to Congress for a redefinition of the 14-year-old law governing broadcasting. Commissioners Case and Craven want it that way, as evidenced by their constant dissents from the majority's crackdown methods. Why let a little handful of willful men use the back door when the front door is wide open?

J & J Series on CBS

JOHNSON & JOHNSON, New Brunswick, N. J., on April 5 will start a Saturday morning quarter-hour woman's commentary by Dorothy Kilgallen, columnist for the *New York Journal-American*. Program, titled the *Voice of Broadway*, will be heard on 58 CBS stations at 11:30-11:45 for Band-Aid. Repeat broadcast will be made to the coast at 2:30-2:45 p.m. Young & Rubicam, New York, is the agency.

A NEW SONG sheet, containing the lyrics of more than 100 popular tunes published or licensed by BMI, as well as 25 old time tunes, went on sale at newsstands throughout the country March 15. D. C. Publishing Co., New York, which is bringing out the sheets through special arrangement with BMI, is printing 80,000 copies of the first issue. Sheet will sell for 5 cents and new sheets will be published monthly.

MODERNISTIC in every detail is the architect's conception of the new 50,000-watt transmitter house of WCAU, Philadelphia. To be erected at a cost of $150,000 in Moorestown Township, N. J., 9 miles from the heart of Philadelphia, the new plant is expected to be completed by July 1. All new RCA equipment will be used, providing a new ground system, 420 foot uniform cross-section, and a halfway Blaw-Knox vertical radiator. The transmitter house will be one-story, white brick and stucco. Although moving across the State lines, the new transmitter site will be actually 5 miles closer to Philadelphia than the present site.

Quaker Oats Renews

QUAKER OATS Co., Chicago (Ful-O-Pep) on April 19 renews for 52 weeks its weekly half-hour *Man On the Farm* program, featuring Chuck Acree, direct from the Quaker Oats Co. experimental farm at Libertyville, Ill. Program is presented as a live show over WLS, Chicago, Saturdays, 12-12:30 p.m. (CST), and is recorded by WBS and heard on 22 other stations. Agency is Sherman & Marquette, Chicago.

Spud on MBS in June

AXTON-FISHER TOBACCO Co., Louisville, on June 2 will start *Danger Is My Business*, a twice-weekly quarter-hour program on 15 MBS stations. Series will be built around stories of dangerous occupations and will be heard for Spud cigarettes Mondays and Wednesdays at 10:15-10:30 p.m. Weiss & Geller, New York, is agency.

Continent Allocation Shifts 1,300 Stations

Revised List Gives Surprise Facilities To Border Stations; Changes Seen

THE REALLOCATION of 1941—the first continent-wide coordinated assignment of standard broadcast stations—becomes effective next Saturday at 3 a.m., Eastern Standard Time, with the shifting of some 1,300 stations in the United States, Canada, Mexico, Cuba, Haiti and the Dominican Republic.

Despite an eleventh hour complication, revealed in the release of the official Mexican allocation list, "moving day" will take place as scheduled, pursuant to the terms of the North American Regional Broadcasting Agreement (Havana Treaty) adopted in 1937 and finally adjusted technically at an engineering conference held in Washington last January.

For complete lists of allocations in all countries affected by the Havana Treaty, see supplement published with this issue.

Many to Move

In the United States, some 800 of the 890 stations will move 10 to 40 kc. in the 550-1600 kc. band. The majority of Canada's 85 stations will make similar shifts. Cuba's 87 stations also are slated for new assignments. Mexico originally set up a log of 171 stations, but this roster was reduced by 44 in the new list received March 13 and which came as a complete surprise to the FCC [see page 34 of supplement published with this issue].

A substantial number of stations in the four major countries will not begin operation on their new frequencies with their authorized power. Inability to install directional antennas and, in some instances, to procure crystals ground to the new frequencies, may result in the temporary silencing of some stations. Others are expected to operate with reduced power until they make the necessary technical installations to meet interference limitations.

The revised Mexican allocations came like a bolt from the blue to officials in Washington. The log, released by the Communications Administration in Mexico City, constituted a radical departure from that approved at the technical conference in Washington last January and released March 3 [BROADCASTING, March 10].

Whereas it had been tacitly understood that the larger border stations, notably XERA, operated by Dr. John R. Brinkley, and XENT, operated by Norman T. Baker, former proprietor of a cancer sanitarium, would not be accorded facilities, the revised log indicates they will remain at present locations with present powers and on frequencies assigned Mexico under the Treaty.

Mexican Confusion

Upon being apprised of the revised Mexican list, FCC officials immediately contacted the Inter-American Radio Office in Havana, official repository for allocations under the Treaty. An air-mail communication was received at noon (March 21) by Gerald C. Gross, chief of the International Division, from Dr. Armando Mencia, director of OIR, together with the allocation list as filed with him. This made no provision for Brinkley's XERA, and provided that XENT, Norman Baker station be moved from Ciudad Neuvo Laredo to the State of Neuvo Leon.

In practically all particulars, Mr. Gross declared, the OIR list coincided with that approved at the engineering sessions last January. It was regarded as the "official" and final list since it was filed with OIR as required under the Treaty. He was inclined to describe the revised list, retaining the border stations and otherwise deviating from the agreement insofar as high-power station locations are concerned, as having been transmitted by "clerical error".

Whereas the original list showed the 800 kc. channel at Nogales without call letters, and the revised list from Mexico City implied it would be used by XERA at Villa Acuna, present location of the station, the list received by Mr. Gross from Havana showed XESK, Nogales, as the new occupant of this Class I-A channel, with 150,000 watts—the Brinkley power.

The log received from Dr. Mencia showed all of the channels assigned for Mexico as in use, whereas that which came direct from Mexico City disclosed seven frequencies unoccupied. This conflict in lists tended to allay somewhat the fear first evinced, but it was evident that the matter would not be cleared up entirely until further conversations take place, or until the March 29 changeover.

The United States and Canada intend to follow the letter of the agreement in the March 29 shift. Even though the Mexican allocations are not on all fours with the agreement, and despite anticipated interference with Cuban stations, which will undergo a wholesale shift, it is felt the interference situation will be substantially relieved. The first few weeks, however, may be rather arduous. Adjustments must be made all down the line. The FCC wants to impress upon the public and the industry that optimum conditions will not prevail for some time.

Antenna Data Sought

Meanwhile, eleventh hour preparations for the moving day in this country were being made with no serious hitches. A nationwide campaign to gear the public for the shift is going full-swing, keyed from NAB headquarters in Washington. Servicemen throughout the country have been primed for the recalibration of some 8 to 10 million pushbutton sets. Governors of most of the States and mayors of many cities already have proclaimed March 29 as radio "Movin' Day" to accelerate the change-over with a minimum of inconvenience to the public.

The FCC on March 17 prodded broadcast stations to submit directional antenna performance data, together with frequency check for approval, prior to March 21. It pointed out that on Jan. 31, in connection with the publication of the new assignments, it issued a notice authorizing tests on the new frequencies and setting forth the procedure required of stations employing directional antennas. In its March 17 notice, it specified that stations employing directionals, due to the delay in submitting the required data, can be assured renewals of license only in cases where the performance data is submitted by March 21.

"In the case of any licensee which does not submit the required data by that date, temporary authorization only may be granted and the Commission will specify such power as it deems appropriate in each case to prevent interference to other stations," its statement read.

Several Changes

The revised Mexican log disclosed a number of radical deviations from that approved at the technical conference. To ascertain these differences in detail, the log as published in the supplement to this issue should be compared with that published in the March 10 BROADCASTING, page 23.

Perhaps the most significant deviation was the provision for XERA, Brinkley-owned station at Villa Acuna, to continue operation with 500,000 watts power. No frequency is specified on the log, but XERA is placed between 790 kc. and 810 kc. The only intervening channel is 800 kc., a Mexican Class I-A, which, under the approved allocation, was to be used by an unnamed station at Nogales, Sonora. Instead, officials here view this combination of factors as indicating that the plan is to assign XERA on 800 kc., at its present location at Villa Acuna, across from Del Rio, Tex.

XENT, which under the original log was slated for operation with 50,000 watts somewhere in the State of Nuevo Leon, instead is shown at its present location at Nuevo Laredo, Tams., across from Laredo, Tex. XEAW, 100,000-watt station now at Reynosa and controlled by Carr Collins, principal owner of Crazy Water Crystal Co., was slated under the original log to shift to the State of Nuevo Leon, and was earmarked for Monterrey. Instead, the station is assigned as a I-A outlet on 1570 kc. to remain at Reynosa.

Considerable surprise was evinced at the FCC over the failure of Mexico to utilize all of the assignments given it. On the other hand, it was pointed out that under the Treaty terms, a five-year grace period is permitted during which any signatory nation may use the assignments available to it. Should

(*Continued on page 51*)

10,000 NEWS BROADCASTS have emerged from facilities of WDAS, Philadelphia, every hour on the hour, under sponsorship of Philadelphia Coke Co. After hearing the 10,000th, William Ross (seated), signed another renewal of the *Kopper's Coke News*. Watching are (l to r) Robert Knox, WDAS newscaster; P. J. Stanton, WDAS general manager; Ralph Spatz, general manager of coke company; W. Holmes Dryden, of Al Paul Lefton Inc.; A. W. Dannenbaum Jr., WDAS sales manager.

THIS IS WHAT WE CALL REAL "LISTENER LOYALTY!"

• Generally speaking, an inexpensive calendar and an autographed photo of a farm radio editor would hardly be considered a sure-fire "mail puller". Offhand, we would say that such an offer would draw perhaps four requests—if sufficiently plugged!

Imagine our pride, therefore, when three short announcements on our Herb Plambeck's Farm News program 6:15 to 6:30 a.m. *drew exactly 12,296 requests!*

The more you ponder on this, the more you'll come to three very accurate conclusions: (1) Herb Plambeck must be a wonder. (2) WHO must have one whale of a farm audience (10,382 of the requests came from Iowa—2,114 from *outside* the State). (3) This audience must be an unusually responsive group of people.

You're right, that's right! For the time and way to *capitalize* on these truths, write us now—or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Atlantic Refining Books 2,400 Games

News Interludes to Be Included; Use of FM Is Planned

ATLANTIC REFINING Co., Philadelphia, has arranged its largest schedule of commercially-sponsored broadcasts of major and minor league baseball games, starting April 15 on behalf of White Flash gasoline and Atlantic motor oil. N. W. Ayer & Son, Philadelphia, handles the Atlantic account.

Mr. Rollins

Using 46 stations from Maine to Florida, the schedule calls for the play-by-play broadcasting of some 2,400 games, covering more than 10,000 station hours. Aside from the fact that this is the largest program undertaken by Atlantic in its six years sponsorship of professional baseball, the year will mark the first use of an FM station. The facilities of WWSW's FM station in Pittsburgh being scheduled to carry all home and road games of the Pirates.

News at the Games

Another innovation this year will be the use of news releases, prepared for Atlantic by International News Service during the regular broadcasts of the major league games. The news flashes will be timed so as not to interfere with the play-by-play descriptions, and it is planned to extend the service to stations carrying minor league games.

The schedule includes games of three National and two American League teams, four teams of the International League, all eight teams of the Eastern League, four of the South Atlantic League, and two of the Piedmont League. Home games of the A's and Phillies will be broadcast over a special regional network of 11 stations in Pennsylvania, Delaware and New Jersey with WIP, Philadelphia, the originating station.

Home games of the Boston Bees and the Red Sox will be broadcast over a special network of 17 stations in Massachusetts, Maine, New Hampshire, Connecticut and Rhode Island, with WAAB, Boston, the originating station. For the most part, games will be sponsored exclusively by Atlantic, with General Mills sharing the sponsorship in some cities.

As in past years there will be an extensive merchandising program, including station banners, special announcements, schedule cards, score cards and burn-out novelties.

Commenting on the use of sports broadcasting by Atlantic, Joseph R. Rollins, advertising manager of the company, said:

"This is the sixth consecutive year Atlantic has sponsored play-by-play sports broadcasting, professional baseball and college football, in our marketing area. Each year the program has been enlarged. This year, we are making the largest outlay for this type of advertising in our history.

"We have found that commercial sports broadcasting, if properly handled so as to add to, rather than detract from the fans' enjoyment of the games, is on the most resultful types of advertising we have ever undertaken. Tying in each program with the local communities, as we do, has helped to build up the dealers in those communities, increase station traffic and sales. Dealer enthusiasm for this "front line" suport has grown yearly.

"Our policy always has been to make the game the important thing, spacing our commercials so they will win the favor and patronage of the listeners, rather than interrupt their following of the play. Judging from the splendid results we have had, this plan has certainly been a success."

ATLANTIC'S BASEBALL SCHEDULE

MAJOR LEAGUES

Philadelphia Athletics, American League and Philadelphia Phillies, National League (exclusive, all home games): WIP, Philadelphia; WFPG, Atlantic City; WEEU, Reading; WSAN, Allentown; WILM, Wilmington, Del.; WGAL, Lancaster, Pa.; WORK, York; WEST, Easton, Pa.; WKBO, Harrisburg; WAZL, Hazleton, Pa.; WKOK, Sunbury, Pa. Announcer, Byrum Saam.

Boston Bees, National League and Boston Red Sox, American League (co-sponsor home games): WAAB, Boston; WCOU, Lewiston, Me.; WLLH, Lowell, Mass.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WEAN, Providence; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WTHT, Hartford; WELI, New Haven. (WTHT will be used every other day for major league games, and the other days for games of the Hartford team in the Eastern League.) Announcer, Jimmy Britt.

Pittsburgh Pirates, National League (co-sponsor home and road games): KDKA, Pittsburgh; WWSW, Pittsburgh; WWSW's FM station. Announcer, Rosy Rowswell.

INTERNATIONAL LEAGUE

Rochester (exclusive home and road games): WSAY, Rochester. Announcer, Jack Barry.

Syracuse (co-sponsor home and road games): WAGE, Syracuse. Announcer, Tom McMahon.

Newark (co-sponsor road and home games): WAAT, Newark. Announcer not selected.

Baltimore (co-sponsor home and road games): WCBM, Baltimore. Announcer not selected.

EASTERN LEAGUE

Binghamton (exclusive home and road games): WNBF, Binghamton. Announcer, Jack Hand.

Elmira (exclusive home and road games): WENY, Elmira. Announcer, Bill Pope.

Scranton (exclusive home and road games): WARM, Scranton. Announcer, Claude Harring.

Wilkes-Barre (exclusive home and road games): WBAX, Wilkes-Barre, Pa. Announcer not selected.

Williamsport (exclusive home and road games): WRAK, Williamsport; Announcer, Woody Wolf.

Hartford (exclusive home and road gamse): WTHT, Hartford. Announcer, Jack Lloyd.

Albany (co-sponsor home and road games): WABY, Albany. Announcer, Sherb Herrick.

Springfield (exclusive home and road games): WSPR, Springfield. Announcer, Ed Kennedy.

SOUTH ATLANTIC LEAGUE

Jacksonville (exclusive home and road games): WJHP, Jacksonville. Announcer, Jack Rathbun.

Augusta (exclusive home and road games): WRDW, Augusta. Announcer, Thurston Bennett.

Savannah (exclusive home and road games): WSAV, Savannah. Announcer not selected.

Macon (exclusive home and road games): WMAZ, Macon. Announcer, Red Cross.

Charlotte (exclusive home and road games): WSOC, Charlotte. Announcer not selected.

Richmond (exclusive home and road games): WRNL, Richmond. Announcer, Hugh Carlyle.

Shell Oil Spots

SHELL Oil Co., New York, as part of its spring and summer advertising campaign, will start during April one-minute live and transcribed announcements and five-minute programs on about 30 stations as yet unselected. Local distributors in each market are selecting the type of announcement or program that fits the local market condition. In some cities special live announcements written especially for the local distributor will be used. J. Walter Thompson Co., New York, is agency.

Awards Ready

THE first annual George Foster Peabody awards, radio's "Pulitzer Prizes", will be made Saturday, March 29, at a dinner in the Hotel Commodore, New York. The awards will be made to networks, large, medium and small stations, for "outstanding, meritorious public service", by the University System of Georgia. Citation will also be made to a number of individual stations. President S. V. Sanford, of the University System of Georgia, and President Neville Miller, of the NAB, will speak during the ceremonies, which will be broadcast by CBS.

McQuigg Named V.P.

ELECTION of John L. McQuigg as vice-president of Geyer, Cornell & Newell Inc., New York City and Detroit agency, was announced March 20 by B. B. Geyer, president. He will manage the Detroit branch. For the last three years, Mr. McQuigg has been account executive in charge of the Nash Motors account. He will continue in this capacity, Mr. Geyer said. Mr. McQuigg joined Geyer, Cornell & Newell, as merchandising manager and account executive six years ago, coming to the New York office from Dayton, where he engaged in advertising and merchandising work for the Frigidaire Division of General Motors. Prior to that, he was advertising and merchandising manager of the West Texas Utilities at Abilene, Tex.

MBS AND GILLETTE SIGN BOXING BOUTS

GILLETTE SAFETY RAZOR Co., Boston, and MBS signed a contract March 21 with Mike Jacobs for Gillette to sponsor exclusively on MBS all professional boxing bouts staged by 20th Century Boxing Club, effective June 1. The contract is for 52 weeks, with renewal option. It includes all bouts at Madison Square Garden, Yankee Stadium, Garden Bowl, Polo Grounds, as well as matches arranged by Jacobs in cities outside New York.

Gillette will sponsor a special broadcast on MBS March 24, 8:45-9 p.m., featuring Joe Louis, heavyweight champion, along with talks by prominent sports figures and J. P. Spang Jr., Gillette president. Agency for Gillette is Maxon Inc., New York.

At present the club's bouts are sponsored on NBC-Blue by Adam Hats. Announcement of the MBS-Gillette contract came as a surprise in trade circles.

ACTION IS PLANNED AGAINST PETRILLO

ATTORNEYS of the Anti-Trust Division of the Department of Justice, headed by Victor O. Waters, special assistant to the attorney general, who handled the ASCAP-BMI consent decree negotiations, are reported actively pursuing preparation of data for institution of grand jury proceedings against James C. Petrillo, president of the American Federation of Musicians.

No indication yet has been given as to when or where the grand jury proceedings will be instituted, though it is reported principal studies are being made in Philadelphia and New York. Selection of either city is regarded as likely.

It is expected the first proceeding will be against the Petrillo activity, going beyond the jurisdictional dispute with the American Guild of Musical Artists, and will encompass the "made work" issue precipitated several years ago with enforced employment of fixed quotas of musicians by broadcast stations.

The announcement Feb. 28 by Assistant Attorney General Thurman Arnold that anti-trust proceedings would be launched against Petrillo, also mentioned the broadcasting industry's purported control of solo artists through its exclusive contracts held by their artists' bureaus.

Godfrey Remains

ARTHUR GODFREY, *Sun-Dial* announcer and entertainer of WJSV, CBS Washington key, continues with that station and adds a 70-minute participating program on WABC, CBS New York key, under a new contract signed March 20. Godfrey had been negotiating through his agents, Adams & Adams, for an early morning program on WEAF, NBC-Red key in New York [BROADCASTING, March 17]. Under the new contract Godfrey will be piped from Washington to WABC 6:35-7:45 a.m. (EDST), with his WJSV program running 6:45-9 a.m. (EST). He is also heard on transcription for Carnation Co., Milwaukee.

ASCAP Soon to Submit New Proposals

First Negotiations Held; Next Meeting Likely Within Fortnight

FULL COMMITTEES of NAB and ASCAP met last Thursday and for nearly four hours discussed the music situation existing at present, following the Society's acceptance of a consent decree from the Department of Justice which provides for the submission of ASCAP music to the broadcasters on a per-gram as well as on a blanket-license basis.

After each side had expressed its views privately, the meeting adjourned with the understanding that ASCAP would draw up specific proposals which can be submitted to the broadcasters.

To Meet Again

When this is completed, which the ASCAP committee estimated would be in about ten days or two weeks, another meeting of the committees will be called so broadcasters' representatives may examine the Society's proposals and advise the ASCAP committee whether these proposals are ready for submission to individual broadcasters or are in need of further revision. Session was followed by a meeting of the BMI board, which was said to have lasted only 20 minutes and which was described as "purely routine".

Belief of ASCAP that within two weeks it can prepare proposals encompassing the offer of music on a per-program basis which will be satisfactory to all types of broadcasters came as a surprise. It was generally felt the difficulties of working out such an arrangement require months to solve, rather than days, even with the utmost efforts of both ASCAP and the broadcasters to effect a settlement of their differences as soon as possible. And even the most sanguine observer could scarcely believe that all broadcasters and all ASCAP members are ready to bury the hatchet and come to terms now.

There is, on the contrary, widespread doubt that the ASCAP membership would at this time approve an offer which would be acceptable to the broadcasting industry, regardless of the recommendations of the committees. ASCAP members will doubtless insist at first that their committee's proposals be such as to guarantee for the Society and income comparable to that of 1940, roughly $5,000,000. The broadcasters, on the other hand, are almost certain to ask for a considerable reduction in that total.

The NAB committee, it was pointed out, is a conference, rather than a negotiating group, since it does not have power of attorney to deal for stations or networks. In industry ranks it is expected that nothing tangible will develop until after an expression from the NAB membership at the annual convention scheduled for St. Louis, May 12-15.

Reappointment of ASCAP music costs also will become a vital consideration. While no definite proposition has been made by the major networks to their affiliates regarding absorption of a portion of the ASCAP costs, if and when an agreement is reached, there have been indications that feelers proposing a percentage rebate of affiliate compensation from networks have been thrown out. The preliminary conversations apparently have been on the basis of a 5% compensation rebate to absorb a portion of the clearance at the source costs of the networks.

A dual rate card structure for network programs also has been discussed—one embracing rates for time during which no ASCAP music is used and the other carrying a percentage increase for programs in which ASCAP music would be used. In that manner, it was speculated, the ASCAP music costs would be passed along directly to the advertiser. Such a plan has been announced by Ed Craney, head of the Z-Bar Network in Montana [BROADCASTING, March 10].

First in a Year

Meeting of the committees marked the first official get-together of representatives of the broadcasting industry and ASCAP since March 21, 1940, just one day short of a year.

That was the date on which ASCAP presented to the radio committee the text of its proposed new licensing agreement to replace the one expiring on Dec. 31, 1940, an agreement whose terms, calling for a doubled payment by the broadcasters to ASCAP, resulted in breakdown of negotiations and in a decision on the part of the broadcasters to prepare to getting along without ASCAP music unless available on a basis and at a price that would be fair to broadcasters.

Meeting was arranged by Neville Miller, NAB president, and Gene Buck, ASCAP president, on Wednesday, following an all-day session of the newly-created committee of broadcasters, appointed by the NAB board in answer to a request from ASCAP that the broadcasters name such a committee to assist ASCAP in formulating a plan for ASCAP to submit to individual broadcasters for the return of ASCAP music to the air [BROADCASTING, March 17]..

The committee comprises Neville Miller as chairman; Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Mark Ethridge, WHAS, Louisville; John J. Gillin Jr., WOW, Omaha; Harold Hough, WBAP, Fort Worth; Herbert Hollister, KANS, Wichita; Edward Klauber, CBS; Paul W. Morency, WTIC, Hartford; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard 3d, Yankee Network; Theodore C. Streibert, MBS; Niles Trammell, NBC; William West, WTMV, East St. Louis.

Representative Group

While 15 members is an unusually large number for a negotiating committee, it was pointed out that this group is "thoroughly representative of the broadcasting industry" and so will be able to supply any information asked for by ASCAP regarding terms which would be acceptable to any type of station.

It is believed that if a protracted series of meetings between ASCAP and the broadcasters is found necessary the eastern members of the broadcasters' committee may be formed into a working subcommittee which will meet with the ASCAP group, the entire NAB committee coming together only for major decisions and at less frequent intervals.

It is of course entirely too early

(*Continued on page 40*)

"He's a Radio Station Man—He Came Up Here to Get Away From Daylight Saving!"

Morgenthau Seeks Aid in Bond Sale

Little Chance for Sponsored Treasury Campaign Is Seen

SECRETARY of the Treasury Morgenthau called on the nation's radio stations and networks March 20 to cooperate in the Government's drive to sell $15,000,000,000 in defense bonds and savings stamps. In a letter to station managers and network heads the Secretary also announced appointment of Vincent F. Callahan, former manager of WBZ, Boston, as head of radio activities for the bond sale drive [BROADCASTING March 3].

Reaching All Homes

In his letter Mr. Morgenthau said:

"The Treasury Department this weekend is announcing the details of its carefully-considered plans for enlisting the real savings of the American people in the task of financing the National Defense program. It is important that the Treasury Department reach every home in the United States with information about these Government obligations. Through your radio station, your cooperation will be invaluable in our efforts to do this. . . . Mr. Callahan in the next few weeks will come to you with specific requests for assistance. Will you help us?"

Any hope that the Treasury Department would buy advertising time or space to promote the sale of the new defense bonds was dissipated March 19 at least until the end of the present fiscal year, June 30, when the Senate Appropriations Committee approved a deficiency bill carrying a $1,500,000 item instead of the $3,000,000 originally asked by the Department.

The Treasury had asked for the larger sum to defray costs of printing, administration and promotion. However, the amount was slashed in half by the House, and the Senate committee concurred in the action. Unless the larger sum is inserted on the Senate floor when that body considers the bill, which is doubtful, the measure will become law in its present form.

Treasury officials pointed out after the Senate committee action that $1,500,000 will pay only for printing and administrative costs, precluding other than a voluntary promotion drive. It is understood the Treasury will ask Congress for funds to promote the drive, in its next regular appropriation bill.

Winchell Suit Dismissed

LIBEL SUIT for $1,000,00 brought by Joseph Curran, president of the National Maritime Union, against Walter Winchell, Andrew Jergens Co., NBC, RCA and the *New York Daily Mirror*, has been dismissed in New York Supreme Court by Justice Edward B. McLaughlin, with leave to amend the complaint. Plaintiff claimed that Winchell on June 9, 1940, on his program and in his column declared the union was dominated by Communists and was weakening the morale of American seamen.

Stock Ownership Of CBS Directors

Nominees Slated for Annual Election on April 16

IN ITS CALL for proxies for the annual meeting of stockholders to be held in the office of the corporation at 2 p.m., April 16, the management of CBS discloses stockholders of nominees for directorships and reveals the remunerations of officers during the year ended Dec. 28, 1940.

Nominees for Class A directors and their stockholdings are: Prescott S. Bush, 10 shares Class A stock, no Class B; J. A. W. Iglehart, 2,600 A, no B; Paul W. Kesten, 744 A, 800 B; Samuel Paley, 10,200 A, 23,000 B; Dorsey Richardson, 10 A, no B; Herbert Bayard Swope, 5,200 A, no B.

Nominees for Class B directors and their stockholdings are: William S. Paley, 88,510 A, 254,356 B; John J. Burns, 400 A, no B; Ralph F. Colin, 1,044 A, no B; Gen. Malin A. Craig, U. S. A. retired, no A, no B; Isaac D. Levy, 60,146 A, 22,819 B; Leon Levy, 37,723 A, 41,903 B; Mefford R. Runyon, 846 A, no B.

Trust Holdings

William S. Paley and his associates, one of which is the Park Corp., held 89,240 shares of A stock and 258,626 shares of B, being 9.3% of the outstanding A and 24.1% of the outstanding B. In addition, William S. Paley and Ralph F. Colin, as trustee of one trust, owned 400 shares of B. As trustees of a second trust they also owned 400 shares of B. William S. Paley, Leon Levy and four other persons, as trustees of a third trust, owned 10,000 shares of A and 5,000 shares of B.

For the accounting year (52 weeks) ended last Dec. 28, the corporation and its subsidiaries paid Mr. Paley, president, $204,319 as remuneration; Edward Klauber, vice-president, $100,679; Paul W. Kesten, vice-president, $61,390; Mefford R. Runyon, vice-president, $40,235; to directors and officers as a group for services in all capacities, $695,870, which includes the compensations here listed and compensation for legal services to John J. Burns and Rosenberg, Goldmark & Colin, of which partnership Ralph F. Colin is a member, $55,625.

The remunerations to Messrs. Klauber, Kesten and Runyon included the respective sums of $54,780, $25,390 and $15,235 distributed as additional compensation. On Feb. 16, 1940 the corporation, upon the exercise of options granted under an option plan approved by the stockholders March 24, 1937, sold to Mr. Klauber 4,015 shares, to Mr. Kesten 757 shares, to Mr. Runyon 1,091 shares and to two other officers an aggregate of 691 shares of Class A stock at $15 per share.

Hollywood Premiere on a Lavish Scale Marks Promotion of New Lever Series

CHARLES VANDA, CBS Western program director, has been signed temporily to produce the weekly half-hour *Hollywood Premiere*, which starts on that network March 28 under sponsorship of Lever Bros. Co. (Lifebuoy), Friday, 10-10:30 p. m. (EST).

Mr. Vanda

Several well-known producers were sought and final decision on permanent Vanda direction in that capacity will be made after New York conferences between William B. Lewis, CBS vice-president in charge of programs, and Richard Marvin, radio director of William Esty & Co.

Regardless of the final decision, it was announced that Vanda, along with his production duties on the show, will continue as the network's Western program director and in addition produce the weekly CBS *Free Co.* program.

Extensive Promotion

Scores of film personalities will attend the formal opening of the series which the sponsor plans as the most lavish ever staged for a radio show. With Louella O. Parsons, Hearst columnist, as m.c., the initial broadcast will feature Marlene Dietrich and Bruce Cabot in a preview of their co-starring Universal picture, "The Flame of New Orleans" [BROADCASTING, March 10].

Felix Mills' orchestra is to supply the musical background. Harlow Wilcox will announce. Harry Kronman is to write the radio adaptations. Arthur Eddy is handling public relations in an extensive promotion build-up for the series.

Following the move of Screen Actors Guild to discourage free appearances of talent on radio programs, the American Federation of Radio Artists has adopted a resolution providing that "no member of AFRA shall give free performance on radio except with the expressed approval of the National Board."

Resolution further states: "Acceptance of compensation so far below member's customary compensation as to amount to evasion of this rule, shall constitute conduct unbecoming an AFRA member." This ruling, it was pointed out, is directed to discourage such shows as the new Lifebuoy series, which has the support of several film studios.

Only Sustainers

FILM producers should discourage appearances of name talent on commercial radio programs, in the opinion of Hollywood major motion picture publicity directors meeting at Warner Bros. First National Studios on March 11. They agreed to make that recommendation. Publicity directors felt that it was not to the best interest of talent to advertise products other than motion pictures. It was suggested that time be secured on sustaining and other "clean programs" where pictures and the industry could be plugged by talent who would appear gratis.

RUPPERT SPONSORS SPOTS ON SEABOARD

JACOB RUPPERT BREWERY, New York, will use radio extensively in the 1941 advertising campaign for Old Knickerbocker beer and Ruppert ale, according to James P. Duffy, advertising and sales promotion director of the company.

In New York City the company will sponsor nightly five-minute programs of baseball scores during the season on WMCA, WNEW, and WINS; and on April 15 it will start half-minute transcribed announcements twice-nightly on WNEW, WINS, WQXR, and WOV.

During the football season, five-minute sports resumes will be sponsored twice-nightly on WEAF and WJZ. The company recently renewed quarter-hour sports commentary by Stan Lomax thrice-weekly on WOR, and will continue the nightly sports program with Dick Fishel on WHN.

Outside the New York area, the brewery will sponsor baseball broadcasts at Charlotte, N. C., on WSOC, and at Norfolk on WTAR. Both clubs are in the Piedmont League. In Richmond, the company is co-sponsoring with the local distributor a quarter-hour news program and a quarter-hour musical program nightly on WMBG.

More stations on the Atlantic Seaboard will be added to the schedule, if the desired time can be cleared, according to Mr. Duffy. Ruthrauff & Ryan, New York, handles the account.

Survey Available

SURVEY of city dwellers in the United States and their listening habits [BROADCASTING, March 17] is presented in an illustrated 40-page brochure published by the NAB in cooperation with NBC and CBS. Painless tabulations with art effects and simple diagrams graphically portray the data compiled in the survey, conduct through Crossley Inc. Copies may be obtained from the NAB, CBS or NBC.

FTC Issues Order

BEEMAN'S LABORATORY Inc., Atlanta, and two of its officers and a director have been ordered by the Federal Trade Commission to stop certain misleading advertising claims for BQR cold remedy, according to an FTC announcement of last Thursday.

Nehi Will Expand 303-Station Series

Program Will Include 25,000 Broadcasts During Year

"MORE radio than ever before in the company's history will be used by Nehi Corp. for its product, Royal Crown Cola, during 1941," C. C. Colbert, president of the Columbus, Ga. firm, told BROADCASTING last week. Speaking of the company's recently inaugurated radio campaign with five-minute transcribed programs, Mr. Colbert added, "We shall have more stations, more frequency, more coverage than ever before.

Mr. Colbert

"So far as we know, we shall be broadcasting over more stations than any other program in the United States," he said. "In fact we shall sponsor 25,000 individual broadcasts during the year."

Already on 303 Stations

The company's transcribed series, featuring Howard & Shelton, is now heard thrice-weekly on 303 stations, with more to be added, according to BBDO, New York, the agency in charge. The program will be carried by each station for 26 weeks. While the commercials are in the form of testimonials by Hollywood stars, the discs provide for a 30-second cut-in by the local announcer at the end of the program with copy supplied the local bottler by the company.

Commenting on the outlook for the current year, Mr. Colbert said the sales of Nehi Corp. for the first two months of 1941 are in excess of 25% more than the same period last year. "We are confident," he said, "that 1941 will be one of our biggest years for our three products, Royal Crown Cola, Par-T-Pak, and Nehi beverages."

Living Symbols Present NBC-Red 'Alice' Book

ALICE IN WONDERLAND with her long golden hair and the Mad Hatter at his most eloquent were the living symbols of NBC's promotion campaign to launch a book of data on the Red Network titled *Alice in Sponsor-land*, when they appeared March 18 in the offices of New York trade paper editors, spoke their pieces and presented the books.

The book itself, with Alice, the Mad Hatter, the March Hare and the Dormouse as the leading characters, tells the story of NBC-Red's 13 years of success, lists its satisfied sponsors, and presents each day's programs as seen through Alice's eyes. With illustrations by Barney Tobey and copy by Joseph A. Ecclesine, of the NBC-Red sales promotion department, *Alice in Sponsor-land* was produced under the direction of Charles Brown, NBC-Red sales promotion manager, and Ken R. Dyke, NBC director of promotion.

Presenting

A PROVEN SUCCESS with a "PLUS" *

Wallace "Keep fit to Music"

Wallace . . . the personal friend of millions (who recently pulled 34,351 replies over one station in a single week) has totaled more than 1,500,000 pieces of mail.

*AMERICA'S AUTHORITY ON FIGURE CONTROL

On the air daily from coast to coast

CAREFULLY PLANNED AND MERCHANDISED *for even greater results*

Further Proofs . . .

- 49,647 proofs of purchase in 13 weeks (one station, new product, no distribution).
- 36,211 proofs of purchase *in one week.*
- 37,427 proofs of purchase from one announcement each week (13 weeks).

. . . AN ENTERTAINING, INSTRUCTIVE PROGRAM WITH A HARD-HITTING SALES-CREATING PUNCH THAT GETS RESULTS!

IN addition to "Keep fit to Music", the Covert Company offers to advertisers and agencies complete "package" programs of merit . . . sales-getting productions of which the above is but a single example.

Name writers, producers, musicians and talent comprise the background of a distinctive production . . . whether it be a one-minute transcribed jingle or a network show . . . at a price where the exorbitant production and so-called "idea" costs have been eliminated.

Further information gladly furnished

The COVERT Co.

Radio Programs

360 NORTH MICHIGAN AVE., CHICAGO

Phone STAte 3472

RCA Seeks Television Unity To Avoid More False Starts

Problem Now Back in FCC's Lap as Video Hearing Is Recessed Over Weekend After Lively Start

By LEWIE V. GILPIN

THE WHOLE problem of introduction of commercial television, which has had a stormy existence during the last year, was suddenly tossed back into the lap of the FCC last Friday by RCA, which proposed that the Commission ascertain that all elements in the industry and the public are ready to move forward before a definite commercial operating date is fixed.

Coming at the conclusion of two days of hearings on proposed new rules, the RCA position was made clear by Dr. C. B. Jolliffe, former FCC chief engineer, now chief engineer of the RCA Research Laboratories. Dr. Jolliffe's statement came after P. J. Hennessey Jr., NBC-RCA counsel, proposed no changes in the technical standards recommended by the National Television System Committee and offered no technical testimony. It caused such consternation that Chairman Fly immediately called a ten-minute recess that lasted nearly a half-hour.

Avoiding False Start

It was just a year ago, on March 23, that the FCC, under Chairman Fly's leadership, rescinded "limited commercial" authorization for television because of RCA's exploitation activities, alleging it was attempting to "freeze" the art and get the jump on competitors.

Dr. Jolliffe explained that RCA's position now is that the FCC first should guard against another false start by ascertaining that all phases of the industry are prepared to proceed horizontally, that stations are prepared to make the investment and receiving set manufacturers to produce sets.

He urged that there be no limitation on commercial operation, but that the date be not set until these other factors have been studied by the Commission.

After the recess, Chairman Fly observed that this constituted a sharp reversal in position, since last year RCA had argued that other companies were seeking to delay introduction of television. Dr. Jolliffe declared that as far as he was aware, RCA had the plant capacity and the personnel to begin television operations. He added, however, that the company did not know when the component parts of the industry would be ready to go ahead.

Asked by Chairman Fly how the defense situation affected television, Dr. Jolliffe, himself a member of several Government advisory committees on communications, asserted that information is lacking. "We can't know what will happen from here on and we can only get that information from the United States Government," he asserted. "We simply ask that you determine the status before you set a date."

Dr. Jolliffe's testimony came after a number of companies had testified in favor of the NTSC technical standards and urged immediate FCC authorization of commercial television. Up to that time only a few discordant notes were heard, and the general picture was that the industry had resolved its differences over technical standards which a year ago prompted the Commission to rescind its limited commercial authorization.

Before Dr. Jolliffe's appearance Alfred H. Morton, NBC vice-president in charge of television, had urged that the proposed rule specifying 30 hours' operation weekly be amended to require 10 hours weekly, with the schedule to be increased as program availability, facilities, staff and economics permit. Mr. Morton, however, was recalled by Chairman Fly after Dr. Jolliffe's testimony and corroborated his position. Asked why RCA should change its view so radically, Mr. Morton observed that RCA was only one entity in what will be a vast industry and that in order to provide full service all elements must move together.

The hearings were recessed until Monday, March 24, with RCA-NBC still on the stand.

Industry Reaction

The NTSC recommendations of technical standards, resulting from several months' intensive study by the members of the nine NTSC panel groups, won the general support of participants in the hearing. The recommendations were unchanged from those advanced by the NTSC Jan. 27 in a "progress report" to the FCC [BROADCASTING, Feb. 3], except for substitution of a 525-line image, 30 lines interlaced, for the previously recommended 441-line image, and broadening of the synchronizing pulse recommendations to permit field tests of several interchangeable systems—the standards ultimately to be narrowed to require the use of the superior system. The changes were advocated in the light of NTSC studies since the Jan. 27 hearing.

Industry reaction at the hearings Thursday and Friday indicated endorsement of the NTSC standards as the choice of the various alternative proposals incorporated in the standards of good engineering practice issued Feb. 27 by the FCC to constitute an agenda for the proceeding [BROADCASTING, March 3]. Substantial industry acceptance of the proposed rules and regulations announced at the same time by the FCC also was evident at the hearing. The principal points of issue on the FCC's proposed rules arose in regard to multiple ownership and the five-hour daily program service requirement for commercial television stations.

A high point in the hearing came Thursday at the start of CBS testimony, when Paul A. Porter, CBS Washington counsel, cautioned the FCC to look into the possible effects of the national defense program on the development of television before giving the green light and allowing visual broadcasting to "get off to another false start." He emphasized the importance of considering the defense situation as a present factor in television's development and suggested that if the FCC determined that defense activity might slow down visual broadcasting's advance, it should do two things: Set technical standards, noting that widespread public participation is not to be expected, and sanction commercial operation, letting operators sell time but making certain the public is not misled that extensive service will be created or continued.

Hazards Enumerated

"It is quite possible that the public, the broadcaster and the future of television itself may be seriously injured if at this time television is launched on a scale which, because of increasing defense demands, cannot be maintained," Mr. Porter commented. "There are many hazards along the road to a real television service even under normal

(Continued on page 48)

THIS MARCONI Memorial, in granite and bronze, is to be erected in Washington in honor of the great inventor. The Fine Arts Commission and National Park Service have accepted this design by the sculptor Attilio Piccarilli. A bust of Marconi 3 feet 8 inches high will top the smaller pedestal, which is about 7 feet high; the larger pedestal, 13 feet 5 inches, is surmounted by a bronze figure symbolizing electricity.

MBS to Consider Own ASCAP Pact

Board Names Committee for Inquiry Into Problem

(For Other Copyright News See Page 13)

SEPARATE negotiations with ASCAP by MBS were authorized at a special meeting of the directors of the cooperative network last Friday.

Appointment of a committee to confer with ASCAP on procurement of a license for use of its catalog was approved, with Alfred J. McCosker, chairman of MBS and president of WOR, as its chairman.

The resolution adopted called attention to the unique MBS organization, and to the uncertainties and problems raised by clearance at the source provisions in the ASCAP and BMI consent decrees, entered into with the Department of Justice, as the motivating factors in the procedure authorized. It was specified that no negotiations be carried on with ASCAP in the name of MBS until further action of its board of directors.

New Departments

The board named Tom Slater, of WOR, as coordinator of sports and special events for the network. A sales service department to service MBS clients and agencies will be established, with personnel to be announced later.

The copyright resolution follows in full text:

RESOLVED, that in view of the organization and method of operation of MBS and the uncertainties and problems raised by clearance at the source provisions in the ASCAP and BMI consent decrees, no negotiations be carried on with ASCAP in the name of Mutual until further action of the Mutual board of directors.

And that the stockholders of Mutual authorize a committee of Alfred J. McCosker, chairman, E. M. Antrim, Lewis Allen Weiss, H. K. Carpenter and Fred Weber to discuss in behalf of the stockholders the matter of a license to use ASCAP music on MBS programs and to report back to the stockholders.

Present, besides those already mentioned, were John Shepard 3d, Colonial Network; Hulbert Taft Jr., WKRC; J. E. Campeau, CKLW; Hope Barroll, WFBR; Harry Bitner, WCAE; Louis Caldwell and Keith Masters, of MBS counsel; Emanuel Dannett, WOR counsel.

N. Y. Legislature Given Measure Lauding Radio

PRAISING radio as a "great public function in bringing cultural entertainment to vast millions of residents of these United States", New York State Senator Phelps (D.), introduced a resolution in the State legislature that "the Senate of the State of New York take official cognizance of Radio Moving Day on March 29".

The resolution asks that the Senate felicitate the U. S. State Department "on completion of an important step in the public interest", namely improving radio reception by changing station frequencies under terms of the Havana Treaty.

"Why Be a One Man Band, Allan?"

"After all, you can't do *everything* around the shop. Why not let NBC Radio-Recording lend a hand or two?"

"What can they do to help *me?*"

"Listen, pal, when it comes to helping us agency men develop a spot program idea, they're the works. Why, NBC'll write, cast, produce and record that show for you from opening fanfare to sign-off. Yes, and after it's recorded, handle the processing, manufacture and distribution of your records."

"Lovely! But I haven't *that* kind of money."

"*What* kind of money? Son, NBC'll work with you regardless of your budget. I know! They've helped *me* whip more than one program into shape."

* * *

Whatever your recorded-program need—a series of simple announcements or a full-length script or musical show, we'll work with you from script to finished pressing—in whole or in part—and record your show NBC ORTHACOUSTIC*, which means reproduction at its best.

Let's team up . . . Write or telephone today and outline *your* program problem.

* Registered Trademark

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Networks Differ in Methods Of Reaching Nations to South

CBS Setting Up Own Hookup of Latin Stations; NBC Sells Its Own Shortwave Facilities

By BRUCE ROBERTSON

ALTHOUGH in general agreement with the ideas on broadcasting from the United States to Latin America expressed by Don Francisco, radio member of the Rockefeller Committee on Inter-American Relations, following his return from a three-month trip through Central and South America [BROADCASTING, March 17], shortwave program executives of NBC and CBS differ considerably as to their plans of operations.

For example, on the basic point of getting their programs to the listeners below the border CBS is setting up its own network of Latin American stations which will rebroadcast its programs to their local audiences and which it will sell to advertisers as it does its network in the United States. NBC sells only its own shortwave facilities, with its advertisers making their own arrangements for local rebroadcasts whenever, wherever and on whichever stations it wishes.

Listener's Tale

Edmund Chester, director of CBS international division, says that during his eight years in South America for AP he made frequent visits to every country below the Rio Grande, and from his experience as a radio listener he is convinced that local retransmission is necessary to get the programs to the audiences.

NBC states that its mail proves that its programs are heard in all parts of Latin America and cites numerous examples. One is *Rytmo y Danza*, a half-hour of recorded dance music broadcast each evening from 6:15 to 6:45 and announced in Spanish by Ken Smith. Started last July, it pulled 33 letters that month, the mail gradually increasing until in December 607 letters on the program were received.

On the commercial side, NBC can point to Adam Hat Stores, which last June began shortwaving Spanish blow-by-blow descriptions of fights from Madison Square Garden southward. Since then, without a single salesman in Latin America, the company has obtained outlets in the Dominican Republic, Puerto Rico, Mexico, Salvador, Panama, Costa Rica, Guatemala, Venezuela, Colombia, Ecuador, Bolivia, Peru and Chile. They also have distribution in the British West Indies through the Canadian factory and distribution arrangements for Cuba are under negotiation.

"All this has been accomplished without having a man in the field," Leon S. Goldberg, advertising director of Adam Hat Stores, wrote NBC. "Our export manager is leaving this month for his first trip into the territory." Nor, adds NBC, is Adam Hat Stores buying any rebroadcasts of its shortwave programs.

Opera Pickups

The Texas Co., which sponsors the shortwave broadcasts of the operas on Saturday afternoon over WRCI and WNBC, NBC shortwave stations, as well as on the Blue Network in this country, has purchased time on 26 Latin American stations for rebroadcasting these programs. NBC believes that allowing each advertiser to handle the rebroadcast situation as he desires is the best policy and adds that even with CBS making exclusive affiliation deals with 64 Latin American stations there are still more than twice that number left available for NBC shortwave clients.

From its nearly three years of experience in programming for Latin American listeners and more than a year in carrying commercial as well as sustaining programs on its shortwave stations, NBC believes it has obtained a pretty good idea of what programs are liked by the Latin Americans. And it ranks news in first place by a long margin. One-fourth of all NBC's shortwave time is devoted to news, the first 15 minutes of every hour being devoted to a news summary.

According to John F. Royal, NBC vice-president in charge of foreign relations, "straight-forward unbiased broadcast of news is the perfect answer to propaganda. We staked our chance of success on the intelligence of our listeners and they recognize the difference between news and propaganda." NBC has recently added its first news comment program for Latin Americans, Spanish and Portugese translations of the MBS broadcasts of Raymond Gram Swing, which after less than two weeks as sustaining broadcasts are now sponsored on the shortwaves by Esso marketers.

And Music Next

Next to news, NBC rates music as most popular with our neighboring Americans, with the popularity about equally divided between dance and classical melodies. Then come sports and Hollywood gossip. Soap operas would be as popular with Latin Americans as they are here, NBC believes, but no satisfactory way of translating them has been found. "When you get into the vernacular you get into trouble," one program executive expressed it. "What is acceptable in one country is objectionable in another and so far the difficulties of presenting family dramas for all Latin America have not been overcome."

A major aim of CBS will be to give Latin Americans a true picture of life in the United States, not through news alone, but through all its programming, Mr. Chester said. "I don't mean that we should propagandize," he explained. "In fact, I think that would be fatal. But if we give them glimpses at all phases of our life they are intelligent enough to decide what they like and can adopt out of our culture. It is not our business to attempt to impose our culture on them, but only to let them see what it is.

"For example," he went on, "we're going to give them programs of our folk music, the songs of Foster and the like. They've heard lots of our jazz and lots of symphonies, but they know very little of our folk tunes. We also plan to get the cooperation of our colleges in presenting the educational aspects of American life and in this connection we shall let students and professors from Latin America play an important part in the presentation. One of them, speaking to his own countrymen, can put over an idea about us better in 15 minutes than one of us could do in 15 weeks.

A vital factor in the CBS plan is its agreement to take programs from Latin America for broadcasting not only throughout the United States, but to other Latin American countries, Mr. Chester stated. There is a lot of talent which has never been developed, he said, and the chance to be heard throughout the whole hemisphere will provide an incentive.

CBS is also bringing a number of outstanding Latin American artists to New York to broadcast back to Latin America, to provide an incentive for listeners to the south to tune in on CBS broadcasts. Juan Arvizu, Mexican singer, is the first of these artists to be signed by CBS.

To insure news for Latin Americans being edited in accordance with their idea of news values, which is quite different from ours, Mr. Chester explained, CBS has engaged Roberto Unanue, formerly assistant to Mr. Chester in the AP office in Buenos Aires, as Latin American news editor.

AMERICAN methods of radio station operation and program production were topics of discussion by Tito Martinez Delbox, (standing), program director of LR3, Buenos Aires, and Hal Hudson, CBS Hollywood director of national sales service, during a recent conference. Using CBS Hollywood facilities, Delbox is supervising production of a good-will transcribed series of half-hour programs which will be shortwaved by the network to Argentina for rebroadcast. Featured will be dialogue by film stars and music from current American motion pictures.

KMOX Spanish

STAFF MEMBERS of KMOX, St. Louis, who last year studied French under the guidance of a special instructor brought into the studio for that purpose, are now preparing to undertake a similar course in Spanish under the same arrangement. C. G. Renier, KMOX program director, has announced an enrollment of 12.

Latin American Series Is Shortwaved to WLS

WLS, Chicago, has arranged with *Prairie Farmer*, national farm paper published by Burridge Butler, owner of the Chicago outlet, to have John Strohm, Indiana field editor of the publication who is on a three-month air tour of South America, relay broadcasts from capital cities of South America for rebroadcast on the Chicago station.

Strohm, whose itinerary includes 17,000 miles, reports to WLS several times weekly by shortwave. WLS Chief Engineer Tom Rowe has set up recording equipment in his home to record these reports. A definite shortwave schedule of broadcasts is set by Strohm when he arrives in each South American capital and Rowe is given the time and frequency by cable. Permission is also received by cable for the WLS rebroadcast. The first program was heard from Asuncion, capital of Paraguay. Mr. Strohm's trip covers a three-month period.

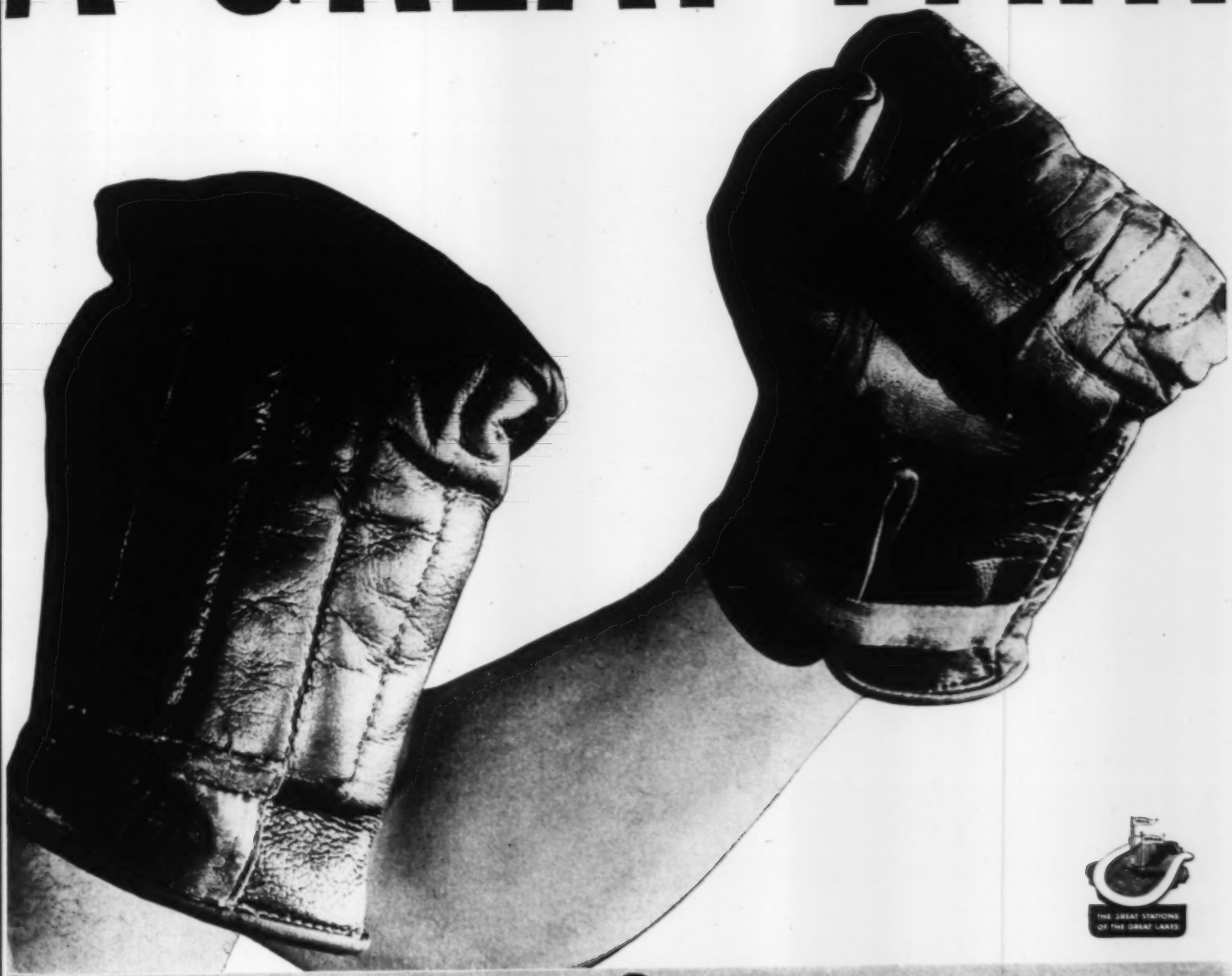
Latin American Group Asks New York Charter

INCORPORATION papers have been filed in New York State for the Export Information Bureau which was announced recently [BROADCASTING, March 3] by the American Assn. of Advertising Agencies to study markets and media of Latin America. The Bureau has been chartered with $20,000 capital stock, $100 par value. Directors are John Benson and Frederic Gamble, president and managing director respectively of the AAAA, and E. deWitt Hill, vice-president of McCann-Erickson, New York.

Dr. Hadley Cantril, director of the Public Opinion Research Project at Princeton U, who has been appointed executive vice-president of the Bureau, is selecting his staff but has not announced personnel or other details.

E. K. JETT, FCC chief engineer, will speak March 28 on MBS, discussing the radio "Moving Day" of March 29. On March 28 NBC will present a special program to explain to the radio audience the reasons for the change in wavelengths.

A GREAT PAIR



WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Two fighting fists battered the way to fortune for Heavyweight Champion Joe Louis. ★ Two radio stations with powerful sales impact are crashing through with championship performance, winning greater sales for advertisers in the "Golden Horseshoe", one of America's richest markets.

BASIC STATIONS • • • COLUMBIA BROADCASTING SYSTEM • • • G. A. RICHARDS, PRES. • • • EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

Pangborn Is Appointed To Direct KGW-KEX

ARDEN X. PANGBORN, managing editor of the *Portland Oregonian*, has been appointed managing director of that newspaper's two radio stations, KGW and KEX. He succeeds W. Carey Jennings, resigned. Mr. Pangborn immediately announced the appointment of two new staff members — Dave Drummond, writer, formerly with NBC San Francisco, and Ed Burtherus, announcer, from KFPY.

Mr. Pangborn

Mr. Pangborn joins KGW-KEX on the eve of its move to fulltime 5,000-watts operation with its new directional antenna and 625-foot tower. He is a graduate of the U of Oregon. Under him the *Oregonian* won the 1940 U of Missouri honor award.

President Haggerty of Printer's Union Asks Publications to Halt Radio Gains

MOVING to stir up new interest in the move of International Allied Printing Trades Assn. to secure Federal legislation levying taxes ranging from 10 to 20% on the income of radio stations, the AFL union's president, John B. Haggerty, last Tuesday published an open letter challenging critical trade publications to propose a more expeditious method of halting radio's advance as an advertising medium than his proposal to tax radio broadcasting revenues [BROADCASTING, Feb. 24].

In his two-page printed letter, given general circulation among the thousands of members of the affiliated printing trades unions, Mr. Haggerty charged that the growing affluency of the broadcasting industry, hand in hand with allegedly self-helping cooperation from advertising agencies, not only cut down the economic prospects of the publishing business, and hence employment opportunities for workers in the printing trades, but constituted a threat to a free press in America. He cited facts and figures which he stated bore out his contention that the broadcasting industry and advertising agencies were lining their pockets at the expense of the printers and publishers.

Answer to Printers

AN ANSWER to allegation of the Allied Printing Trades Assn. that radio has cost union printers about 25,000 jobs, was made last week by the NAB in an analysis prepared by Paul F. Peter, director of research. The analysis shows how radio has created a million new jobs that did not exist before. It has been sent to newspapers as the industry's answer to the printing trades crusade to tax radio and prevent "diversion" of the advertising dollar from the newspapers and magazines.

The Real Free Press

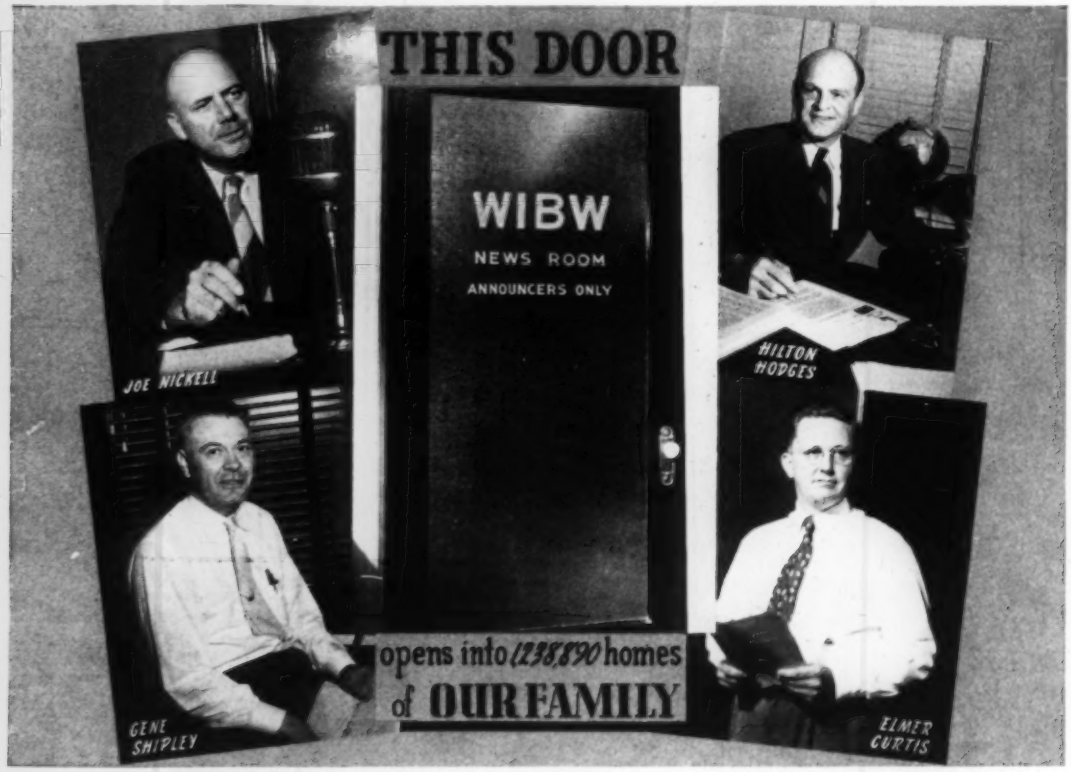
"The real freedom of the press will continue only so long as newspaper, magazine and periodical advertising is available at a fair price, or the reading public will agree to pay for such publications a price which will meet the costs otherwise met by advertising," Mr. Haggerty observed. "The real freedom of the press is jeopardized when we find 294 publishers, in many cases forced through unfair competitive conditions in their trade areas, to purchase, at heavy costs, radio stations, thus becoming dependent upon the good will of a government agency to protect these investments, and, in order to insure the continued value of these radio investments, possibly subservient, even in their newspaper columns, to the wishes of a controlling and dominating governmental agency.

"May we ask that you name some other governmental franchise holders who have yearly profited, as a class or a group, to the extent of a yearly net average of more than 60% on their cash investments? Also, that you suggest the name of other governmental franchise holders, who pay nothing to the government for such monopolistic grants as a radio broadcasting license, and who do not pay a substantial excise tax, in addition to other governmental taxes? Radio broadcast stations pay nothing to the government for the monopolistic licenses which make possible yearly profits as high as 250% net on their cash investments."

Rebates and Discounts

Mr. Haggerty also charged that broadcasters gave "rebates and special discounts, as well as the sizeable discounts—as high as 50% —to national advertisers and advertising agencies to promote radio advertising.

"Is it possible that advertising agencies, aware of the rebates paid by the networks, with the further privilege of combining expenditures in computing discounts, do not become the direct purchasers of radio time, passing on the network listed costs to their advertising clients, thus retaining for themselves the millions of dollars annually paid by the networks in the form of discounts and rebates?" he asked. "Is there no significance in the fact that reports show that less than one-half of 1% of radio network advertising is placed direct; that advertising agencies collect commissions from a minimum of 15% to possible 40% of the advertising dollar spent for 99½% of



No "one-man-show", WIBW's news service requires *four* newscasters . . . each an expert in his specialized field . . . each with his own news periods . . . his own loyal following.

69.7% of **OUR FAMILY** habitually listens to WIBW news . . . a giant, news-hungry audience in Kansas and all adjoining states.

From before daybreak until the early morning hours, WIBW has a consistent, ready-built audience . . . ready to be turned into customers for your product.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

the advertising placed on the networks?"

"Governmental reports show that while the yearly wages of many skilled tradesmen have substantially increased for 1939 over the yearly wages paid in 1929, the workers in the newspaper, magazine and periodical industry received, in 1939, $284 or 15% less than they received in 1929; that there were in 1939, the last year for which governmental figures are available, 1,656 fewer publishing plants where printing trades workers might secure or hold jobs; that the value added to the product of printing trades workers in 1939 was some $1,700 or 15% less than that which prevailed in 1929, thus providing less revenue for the employer to use for the workers' payroll, materials, taxes and profits; that the cost of materials, per worker, used in the printing and publishing industry, in 1939, was $406, or some 13½% higher than in 1929; that, in many instances, to make possible the continued publication the sales price of newspapers and magazines has been increased as high as 50%, thus transferring to the readers the costs previously derived from revenues from advertising which has been diverted to radio broadcasting."

Ewing Family Gets CP For Station in Natchez; Dallas Pleas Rejected

A NEW station in Natchez, Miss., was authorized by the FCC March 19 when it granted the application of Natchez Broadcasting Co. for 250 watts on 1490 kc. At the same time it designated for hearing the application of Natchez Radio Corp., a rival applicant seeking 250 watts on 1370 kc.

The successful company is headed by P. K. Ewing, manager of WDSU, New Orleans, who also owns WGRM, Greenwood, Miss., and WGCM, Gulfport, Miss. Mr. Ewing holds 91% of the stock. His son, P. K. Ewing Jr., manager of WGRM, holds 3%, and another son, F. C. Ewing, manager of WGCM, also holds 3%. The other 3% is held by M. M. Ewing.

The unsuccessful applicant company has as its chief stockholder Jimmie Willson, secretary-treasurer, now employed by WWL, New Orleans, who would own 72% of the common stock. Other major stockholder is Kramer Service Inc., identified with the ownership of WSBK, McComb, Miss., 27%.

Dallas Denials

The Commission on March 19 also announced dismissal of the applications of Chilton Radio Corp. and the late V. O. Stamps, Dallas music dealer, each seeking new local stations in Dallas, using 100 watts on 1370 kc. Mr. Stamps died recently, whereupon the Chilton Corp. applied for a dismissal of that application. Last Jan. 1 the Commission authorized the Chilton Corp. to apply for another frequency, which has been dismissed. The Chilton Corp. is headed by A. J. Chilton, chief owner of KLRA and KGHI, Little Rock, Ark.

EVERYBODY KNOWS around Macon, Ga., even the "town character" (above), that WMAZ shifts March 29 to 940 kc. Stuffers were placed in 12,500 March bills by the water company. Theatre trailers, signs on moving vans, air skits and booklets given away by a department store are some of the WMAZ stunts.

'NEWSROOM' SERIES FOR ALKA-SELTZER

MILES LABS., Elkhart, Ind. added another network show to advertise Alka-Seltzer and One-a-Day Vitamin tablets March 24 when it began sponsorship of the *Newsroom of the Air*, on NBC-Red five evenings weekly, 7:15-7:30.

As BROADCASTING went to press, 17 stations had accepted the program, and others will be added as soon as possible. The sponsor has several names in mind and the current title may be replaced.

The program now features John W. Vandercook from New York, Earl Godwin from Washington and various foreign correspondents of NBC reporting from abroad. With advent of sponsorship, format of the program will be changed and a news summary from Chicago by Fort Pearson added. Under the new program setup, two-way conversation technique will be used, with Vandercook quizzing the correspondents, where possible, on major news stories breaking in their respective spots. Wade Adv. Agency, Chicago, handles the account.

Enlarged Spot Campaign Undertaken by Breyer

BREYER ICE CREAM Co., Philadelphia, started its annual radio campaign on March 14 for its various Breyers ice cream flavors. Radio and newspapers are being used more extensively than in previous years to herald the company's Diamond Jubilee Year, beginning this month. Spot announcements and chain breaks are being used on six stations along the Atlantic Coast, twice as many as in former years.

A total of 4,420 announcements will be used on the following schedule: For 52 weeks, WOR, New York, 14 weekly; KYW, Philadelphia, 43 weekly; and WCAU, Philadelphia, 12 weekly; for 26 weeks, WGBI, Scranton, Pa., 14 weekly; WJSV, Washington, 4 weekly; and WBOC, Salisbury, Md., 14 weekly. Agency is McKee & Albright.

"Proof of the 'PULLING' is in the MAILING"

Over 46,000 Letters Monthly from One Program Prove WJZ's Pulling Power!

NANCY CRAIG'S 46,000 fan letters monthly from her WJZ "Woman of Tomorrow" program spell tremendous popularity in any language. Translating that response into selling terms, it signifies even more to the advertiser eager to win the largest possible hearing for his sales message.

Those 46,000 letters offer 46,000 conclusive proofs that the right program *plus* the right audience equal a maximum selling opportunity . . . and that WJZ offers both!

Prove to your own—and your sales'—satisfaction that in radio the "proof of the 'pulling' is in the mailing." Sell the world's richest market over WJZ and watch the returns roll in! National Broadcasting Company, a Radio Corporation of America Service.

Represented Nationally by NBC SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND
DENVER HOLLYWOOD WASHINGTON

WJZ
NEW YORK
50,000 WATTS • 760 KC
Key Station NBC Blue Network

A Guide-Book for Army Broadcasters

Suggestions on Staging And Preparation of Programs

The writer, former president of International News Service, former foreign correspondent, and as Major former instructor in the wartime Army Intelligence School, delivered an address March 13 before 200 public relations officers of the Army, called together in Washington by Maj. Gen. Robert C. Richardson Jr., director of the Public Relations Bureau of the War Department. The salient points of his address are here recounted.

By FRANK E. MASON
Vice-President, NBC

1. Don't approach a station for time allocation until you have worked out your program plan in sufficient detail to be able to discuss it. You would not go to the local newspaper and ask its editor to reserve a column on the front page for you for next Tuesday for some news item or article that you expect to concoct between now and that day. Be as intelligent and considerate in your requests for radio time reservations as you are for newspaper space reservations.

Mr. Mason

2. When you work out your program idea make it not only a program with a purpose, but also an audience-building and audience-holding program. A badly-planned, ineffectively produced program not only loses the audience for that particular program, but has the effect of prejudicing listeners against remaining tuned in for your later programs. It is better to put on no program at all, then one which results in the audience dialing out on your next broadcast before you have had a chance to grasp their attention.

General Appeal

3. Be objective, and not subjective, in judging both program ideas and their proposed execution. You are living in an Army atmosphere, intensely interested in Army matters. Your audience lives in another environment. Judge your program by its general civilian appeal, and not by the applause or criticism of your fellow officers.

4. Schedule your programs with the station one week to ten days before the time of broadcast. Work as far ahead as possible. This enables you to build up an audience for your program by station pre-announcements and by camp and newspaper publicity. It enables the station to cooperate with you better in allocating suitable periods for your broadcasts. It affords more time for rehearsal.

5. Don't set the time for events at your post or camp which you wish to have broadcast until you have consulted the radio station, so that you can fit your program into the station's previous time commitments. High Government officials, accustomed to the use of the radio, are meticulous about scheduling their speaking engagements to fit into broadcasting programs with a minimum of disarrangement of audience listening habits and station commitments.

6. Carefully examine the previously scheduled program which is to be cancelled in favor of your broadcast to gauge the public relations consequences of the cancellation. If the program to be cancelled for you has a large audience which has acquired regular habits of listening, this audience may become highly articulate in registering its displeasure and resentment if your proposed program suddenly and unexpectedly comes over the air, displacing an old friend of the radio fans. You may make more enemies than friends in such a case.

Avoid Cancellations

7. Except for the utmost emergency, don't request a station to cancel a commercial program to carry your broadcast. Successful merchandising by radio advertising, as in the case of any other advertising, depends upon continuity of effort. Interruptions of program schedules to carry your Army programs affect the listening habits and therefore the size of the listening audience of the commercial message of the advertiser. Such cancellations obviously have their effect on business in the community as well as on the revenues of the station.

Be Smart

8. Don't ask advertisers to impair their programs by including your announcements or your messages in their commercial program periods; the station will cooperate with you by providing time for such broadcasting. The first brilliant flash of genius of nearly every neophyte in public relations by radio is to attempt to hitch-hike his announcement on a popular commercial period. The neophyte is convinced he has an inspiration because he hasn't heard it done before. He hasn't heard it on the air, because it is poor public relations and unsound broadcasting for both the cause the announcement represents, and also for the advertiser.

9. Don't request the station to schedule an indefinite series of programs on a t.f. (till forbid) basis to continue at the same time each week. Any creative effort has its occasional failures, and you will save yourself the embarrassment of either explaining the reasons for cancellation or else putting on an unsatisfactory broadcast, that they may not alienate your audience.

10. Don't ask for more time than you need. The most effective messages of history—the story of Genesis, the Ten Commandments, the Sermon on the Mount, Lincoln's Gettysburg address—were effective because they were brief. You may impress your commanding officer by telling him you put on an hour program, but if you could have done it in 15 minutes you probably would have impressed your audience much better.

Brevity Advised

11. Limit all speeches to 15 minute periods. The most difficult program to prepare, from the standpoint of holding audience interest, is the prepared speech. This is especially true when it is read before the microphone in an uninterrupted lullaby monotone. Schedule as few talks as possible, unless you have speakers of unusual ability and interest to the audience and make it a rule to limit speeches so that they fit into the quarter hour period.

12. Don't attempt to schedule a program on a State, regional, or national network unless it is of State, regional or nationwide interest. Every network station, in addition to carrying network national defense programs, has to fulfill its function of serving its community by reflecting over the air the activities of its own community which are connected with national defense. The national interest will probably be best served by limiting national network broadcasts to na-

(*Continued on page 46*)

THEY WERE IN THE ARMY THEN

(One of a Series)

THESE EMBRYO RADIOMEN saw action, and plenty of it, in France during World War I. Turn to page 46 for their service records and pictures of how they look today.

Radio Representatives Join Army Tour To Inspect Nation's Defense Activities

TO MAKE a first-hand inspection of the country's military and defense preparations, with the U. S. Army playing host, 15 representatives of radio, newsreel and photographic services left Bolling Field, Washington, D. C., last Thursday on the first leg of a two-week aerial tour of Army camps and installations from coast to coast. The official tour, directed by Lt. Col. Frank A. Allen Jr., chief of the Pictorial & Radio Branch of the War Department's Bureau of Public Relations, was organized by Gen. George C. Marshall, Chief of Staff of the Army.

Traveling entirely by air in commercial transport planes, the group will inspect actual Army and military production operations during the March 20-April 2 tour. The trip was devised to give an overall on-the-spot view of these operations to representatives of radio and picture organizations which would be useful in planning and executing future assignments in the defense line.

Radio representatives making the tour include E. M. Kirby, civilian advisor on radio to the War Department's Bureau of Public Relations, representing the NAB; William Slocum Jr., CBS; Arthur Feldman, NBC; Stephen J. McCormick of WOL, Washington, MBS. Others include Harold Blumfield, Acme Newspictures; William Churchill, Associated Press Photos; John R. Whiting, *Click* Magazine; Don Glassman, National Defense Council; Earl Allvine, Fox Movietone News; Griffing Bancroft, International News Photos; J. C. Brown, M-G-M News of the Day; Wm. P. Montague Jr., Paramount News; George M. Dorsey, Pathe News; James Lyons, Universal Newsreel; George H. Alexanderson, Wide World Photos.

The group left Bolling Field in Washington last Thursday, flying direct to Wright Field, Dayton, O., to inspect Air Corps activities there, and on Friday and Saturday visited Fort Knox, Ky., and Fort Sill, Okla. Other stops will be made at Los Angeles; Fort Bliss, Tex.; San Antonio; Maxwell Field, Ala.; Fort Benning, Ga.; Fort Bragg, N. C., and Langley Field, Va.

Shortwave Posts Are Set Up by FCC

Foreign Broadcasts Will Be Recorded and Analyzed

DEALING with one of the "vital national defense" problems developed by radio", the FCC, cooperating with the Defense Communications Board, last Wednesday announced establishment of special "listening posts" to record, translate, transcribe and analyze foreign shortwave broadcasts. The "listening posts", set up at primary monitoring stations located throughout the United States and its possessions, will keep a 24-hour watch for subversive and pertinent radio propaganda from abroad, the FCC stated.

Under the project, part of the national defense activities in the communications field carried on by the FCC through special Federal funds and appropriations, a picked force of 350 technicians, translators, clerks, propaganda analysts and other experts will work in eight-hour shifts, monitoring all overseas transmissions involving propaganda directed at America. Particular attention is to be paid to voice broadcasts, including newscasts, speeches, announcements and playlets, the FCC commented, although some musical programs also will be monitored.

Big Job Ahead

After being recorded in the field, the program material will be coordinated and studied at Washington. It is estimated that it will be necessary to record and analyze matter of which 75% will be in languages other than English. An idea of the scope of the project is indicated in the FCC's comment that seven hours of translation and transcription are required to fully process one hour of recorded material.

The project was set up on recommendation of the DCB, as approved by President Roosevelt and the Bureau of the Budget. Cooperation is expected from other Government agencies seeking accurate information on the extent and character of foreign broadcasts reaching this country. Broadcasters and private propaganda analysis organizations also are cooperating.

The FCC's defense activities started last year under a $1,600,000 grant from special Presidential emergency funds. Continued activity along this line, on an increased scale, is indicated by the $1,920,000 item included in the FCC's $4,259,729 appropriation for fiscal year 1942, final Congressional approval of which is expected soon.

Kitchen Klenzer Spots

FITZPATRICK BROTHERS, Chicago (Kitchen Klenzer), on March 17 started a varying schedule of three to six-weekly live spot announcements on more than 20 stations. Contracts are for 13 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

'Info Please' Repeat

WITH the advent of daylight saving time in the East, American Tobacco Co., New York, will start a rebroadcast of *Information Please*, currently broadcast across the country on NBC-Red 8:30-9 p.m. (EST) on Fridays. Since this would put the program on the West Coast at 4:30 in the afternoon after April 28 the Friday broadcasts will be transcribed and the recorded program broadcast on the Pacific Coast Blue Network at 7:30-8 p.m. (PST) the following Tuesdays. Switch to the Blue on the Coast was necessary as the Red Network will not accept transcriptions. Program advertises Lucky Strike cigarettes and is placed by Lord & Thomas, New York.

Gen. Petroleum Adding Drama Series on Coast

GENERAL PETROLEUM Co., Los Angeles (Mobil gas, oil), a subsidiary of Socony-Vacuum Oil Co. and out of Pacific Coast network radio for several months, on April 27 starts a weekly half-hour program, *I Was There*, on 9 CBS West Coast stations (KNX KARM KSFO KOIN KIRO KVI KFPY KOY KTUC), Sundays, 9-9:30 p.m. (PST). Contract is for 36 weeks. Formerly a CBS Pacific Coast sustaining feature, the program each week will present three guests who were eye-witnesses of spectacular events in recent history.

Each story is to be dramatized with an 11-piece orchestra directed by Bill Hatch supplying atmospheric background music. Knox Manning has been signed as narrator. Russ Johnston, CBS Pacific Coast program director, identified with the series since its inception, will produce. General Petroleum, in a 30-day campaign ending April 13, is currently using an average of five nighttime signal announcements weekly on a group of West Coast stations. Agency is Smith & Drum, Los Angeles.

New Milk Tested

GOLDEN STATE Co., San Francisco (Golden V vitamin milk), this month started a campaign on 10 California stations (KROW KSFO KPO KGO KFRC KFI KNX KFWB KHJ KECA), using daily one-minute transcriptions of drama and music for an indefinite period. Golden State some years ago was a heavy user of network radio on the Pacific Coast. If the current test campaign for its new product, which sells above the average price of milk due to the fact that six vitamins have been added, proves successful, Golden State will probably expand its radio to much larger proportions. Agency is Ruthrauff & Ryan, San Francisco.

Steel Recording Discs

NATIONAL RECORDING SUPPLY Co., Hollywood, has been appointed national distributor of the new Alco blank recording disc manufactured by Record Sales Co., Los Angeles. Discs are manufactured in usual sizes, but instead of aluminum base, steel alloy is being used with a super-glossy finish in silver blue. Alco blanks can be processed and pressed in similar manner as the aluminum recordings, the company says.

STRETCH

YOUR DOLLAR

That's easy—now a dollar spent with us—goes a lot farther toward—

YOUR SALES

They will automatically stretch too—Bigger audience — more potential customers — so make it—

YOUR HABIT

Buy Philadelphia's most powerful independent —because—

OUR POWER

Is being stretched from 1000 to 5000 watts full time

WM. PENN BROADCASTING COMPANY WPEN 920 ON YOUR DIAL

Two CBS News Series Shifted to New Times

TWO CBS news programs, Edwin C. Hill's *Human Side of the News* and *Bob Trout With the News*, will be shifted to new times on March 24. The Hill program, sponsored by American Oil Co., Baltimore, heard Mondays through Fridays 6:05-6:15 p.m. will be presented five minutes earlier. Joseph Katz Co., Baltimore, is the agency.

Bob Trout, heard in the East Mondays, Wednesdays and Fridays 6-6:05 p.m. will go on ten minutes later, while his broadcasts to the middle and far west will remain on the current time schedule at 11 and 11:55 p.m., as will the special Saturday 10:30 p.m. period to the west. Program is sponsored by Commercial Credit Co., Baltimore, through O'Dea, Sheldon & Canaday.

Federal Report Sees Danger In Radio as a 'Big Business'

Extension of Government Radio Activities Urged To Offset Alleged Control of Pressure Groups

NEW RUMBLINGS for Government-operated radio broadcasting facilities, this time coming from the direction of the Temporary National Economic Committee, a hitherto untapped source so far as broadcasting is concerned, were heard this week with release of a TNEC monograph, *Economic Power & Political Pressures.*

The monograph, 26th in a series developed during the 2½-year history of the joint Congressional-departmental committee, also declares that radio, apart from being a principal medium of public information, is "big business" and that if the trend toward growing "business control" over the instruments of propaganda continues, "the Government must continue to extend its activities, and to attempt to match the concentration of economic power in the hands of those not politically responsible to the electorate".

Legislative Remedies

Described as "a study of lobbying", the monograph was written by Donald C. Blaisdell, assisted by Jane Greverus. Its recommendations, concerned chiefly with remedying controls exercised by various pressure groups over the Governmental process, are being considered by TNEC, with other recommendations along other lines and on other matters, in preparing its final report.

The TNEC report, it was stated, will cover both observations and recommendations, although it is not known what particular recommendations will be advanced finally by the committee. The report must be completed by April 3, since the life of TNEC ends on that date.

Although no word was available of legislative plans to follow up TNEC recommendations regarding alleged patent controls and other forms of monopolistic business practices, pending release of the TNEC overall report, it was regarded as inevitable that legislative remedies will be sought as soon as possible. In releasing the Blaisdell monograph, it was emphasized that although the study was undertaken for TNEC, the monograph itself does not necessarily indicate TNEC findings or conclusions.

Commenting on problems arising out of concentration of economic power, the TNEC monograph observed:

"Through the press, public opinion, and pressure groups it is possible to influence the political process. While all three of these factors have played a part in the process since our beginnings as a nation, the extent and consciousness of their use has grown inordinately. They are employed by all contestants in the struggle for control, but reflect the viewpoint of business more accurately than that of others.

"The revolution in communications, produced by American ingenuity and promoted by American business, makes the press, the radio, and other opinion-forming instruments far more important in the political process than ever before. Both press and radio are, after all, 'big business', and even when they possess the highest integrity, they are the prisoners of their own beliefs."

Informing the Public

Emphasizing the important position of broadcasting in any plan to "bring lobbies into the open" and incidentally pointing to a possible new publication duty for broadcasters, the monograph stated:

"Without doubt there is need to improve Federal administrative procedure, and the strengthening of planning within the Federal Government would aid it in meeting current problems. Yet a democracy cannot operate successfully unless the electorate is informed of the problems at issue, and the interests of the various parties to the debate.

"Lobby registration proposals involve at least two aspects. The first is the securing, and periodic publication, of data on lobbyists—names, sponsors, and principal sources of funds, receipts and disbursements, purposes of expenditures, especially for public relations services, advertising, radio etc.

"Secondly, it should be recognized that the Federal Government has a responsibility to see that the electorate is informed on public problems. This can be done either by requiring private radio chains as a condition of retaining their licenses and as a public service, to publicize the activities of lobbyists in Washington and elsewhere; or failing this, by establishing a Government-owned and operated radio broadcasting station for the dissemination, among other things, of such information.

"A Federal lobby registration law, setting up a special agency to classify, organize and disseminate the material filed with registration, having access to either the private radio chains or a publicly owned and operated station, would begin to provide information vital to the operation of the democratic process."

THE BEGINNING, the middle, and the end of the broadcasting process are portrayed as Ivan Anderson, supervisor of WCCO's transmitter at Anoka, Minn., holds the microphone (the first step in transmission) and the crystal which will place the message on a carrier of 830 kc., WCCO's new wavelength starting March 29. The message is shot out into space from the 654-foot tower in the background.

"BUT I THOUGHT YOU RAISED WHEAT OUT HERE!"

Well, sir, it's thisaway: the Red River Valley is one of the most famous wheat-producing regions of the United States. But all grain crops account for only about 30% of the Valley's farm income. Hogs, dairy products, beef cattle, poultry and other crops make up the other 70%!

All these crops are money crops — which is why WDAY advertisers enjoy a year-'round harvest of sales! Would you like us to do some "cultivating" for you?

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

Allan Miller Joins New Clear Service

Leaves Commerce Department To Join Victor A. Sholis

APPOINTMENT of Allan Miller, chief of the press division, Department of Commerce, as assistant director of the recently formed Clear Channel Broadcasting Service, was announced last Wednesday by Victor A. Sholis, director. Mr. Miller served at the Department of Commerce with Mr. Sholis, who was his predecessor as head of the press division.

Mr. Miller

Offices have been leased in the Shoreham Bldg., Washington, and will be occupied early in April, Mr. Sholis announced. The organization, established by independently owned 1-A stations, was created last February. It will serve as an information office, with the objective of preserving high-power outlets as the only effective means of supplying service to rural and remote listeners.

Washington Career

Mr. Miller, like Mr. Sholis, is a former newspaperman. A native of Duluth, he graduated from the U of Missouri School of Journalism in 1935 and was editor of the university daily. He joined the *New York Journal* as a reporter upon graduation and was transferred to International News Service a month later. After working with INS in New York for two months, he was transferred to the Washington bureau, covering New York. He handled the 1938 political campaign for the *Washington Times*. In March, 1939, Mr. Miller joined the Department of Commerce as assistant chief of the press division, becoming its chief a year-and-a-half later.

While in Washington, Mr. Miller covered Congressional hearings on the extension of NRA and AAA. During that time he entered Georgetown U Law School and was graduated in 1939. He became a member of the District of Columbia bar and was admitted to practice before all the courts of the District.

Mr. Sholis in early March conferred with a number of owners and directors of clear channel stations on the work of his organization. He also met with members of the group in New York March 17-19, during the meeting of the NAB board of directors on copyright negotiations and the subsequent session of the IRNA board.

One of the first moves of the service will be in connection with the March 29 reallocation. Clear channel stations generally plan to tell the story of clear channel coverage and what the reallocation means to rural and remote listeners.

Fun With Names

SONGS LICENSED to BMI by Lysle Tomerlin, whose "South Sea Island Magic" has long been a hit, have provided Washington wits close to the radio-FCC picture with an interesting diversion. Putting some of Tomerlin's songs in this order provide interesting results. For example, "I'll Be Switched If I Ain't Bewitched", "Come Into My Parlor, Mr. Fly", "Something to Worry About", "How Can I Be Neutral?" "Tears Within My Heart". Other tunes licensed to BMI by Tomerlin, who heads three Hollywood publishing firms, are "In Maui With You", "The Moon Shines Thru My Window", "Maple Trees at Twilight", "Sweethearts of a Ghost Town", "Lonely Senorita", "Cute and Captivating". George Huston is manager of the firms.

Ameche for Kraft

KRAFT CHEESE Co., Chicago, sponsoring the weekly NBC *Kraft Music Hall*, on March 27 adds Don Ameche, Hollywood film and radio actor, to the cast on a long-term exclusive service contract. Ameche, out of radio for a year, will be spotted at intervals when either Bing Crosby or Bob Burns takes time off. His induction does not change the status of other cast members. Besides Crosby and Burns, continuing on the program are Connie Boswell, and the Music Maids, vocal group, with John Scott Trotter, musical director. Ken Carpenter remains as announcer. Robert Brewster is the J. Walter Thompson Co. producer, with Ted Hediger representing the network. Writers are Carroll Carroll, Ed Helwick and Joe Bigelow. The program will be continued through the summer, with Crosby and Burns taking a 13-week vacation starting in early July.

Canada Dry Spots

CANADA DRY GINGER ALE, New York, is promoting the sale of Spur, a 5-cent soft drink, with one-minute transcribed announcements 6 to 24 times weekly on 60 stations. Company controls franchise for the product in New York, St. Louis, New Orleans, Louisville and Philadelphia, and is placing announcements in those cities through J. M. Mathes Inc., New York, the agency. In other cities, announcements are placed cooperatively through local bottlers. The station list will be expanded, according to the agency.

Gillette Sponsors Derby

GILLETTE SAFETY RAZOR Co., Boston, for the second year will sponsor the broadcast of the Kentucky Derby from Churchill Downs May 3 on 96 CBS stations. Announcer has not been chosen, according to Maxon Inc., the agency. Commercial copy on the broadcast will feature a new Gillette Tech razor, called the Ranger Model. Merchandising aids that tie in with the Derby broadcast are being distributed to dealers.

WAITING ROOM ONLY!

KSFO's master salesman, Galen Drake, is *sold out*. All of his participating sponsors are on long term contracts! And there's a backlog of advertisers waiting for the time when he can say a good word about their products, too.

Galen Drake first aired his "Housewives' Protective League" over KSFO ten months ago. We wondered what would happen. After all, his show was different from any other Northern California origination ... a woman's program handled by a man.

We blush with pride over Drake's ten-month record. And feel even better over the fact that not a single one of his sponsors has ever given him "two weeks notice". Just to make the story complete, nine out of every ten of his sponsors renew their original contracts.

The Galen Drake program is just one example of KSFO's flair for local salesmanship. Remember, whether your product is a "push-over" or needs to be pushed, KSFO can put its brand of salesmanship behind your Northern California merchandising problems.

KSFO

"Northern California's Listening Habit"

A CBS STATION — SAN FRANCISCO

National Representatives: EDWARD PETRY & CO., INC.

New Agency Contract Form Approved

NAB Board Gives Its Endorsement to Revision

CLIMAXING months of negotiation between special committees of the NAB and the American Assn. of Advertising Agencies, the NAB board of directors last Tuesday approved and recommended a revised agency contract form for station facilities. Although the revised form, which supplants an earlier one announced Jan. 9, has not yet been approved by the AAAA time-buyers' committee which participated in the protracted discussions, copies of it were mailed to stations last Friday by the NAB. The new form is described as a substantial improvement over the old "order blank" form in use since 1933.

Following the NAB's Jan. 9 announcement of a new form, which was met by sharp protest from the AAAA group, the NAB and AAAA committees resumed conversations to iron out points of difference. Approval of the revised form by the NAB board came after agreement apparently had been reached on virtually all points. Announcing its approval, the NAB indicated that although it invited AAAA's co-recommendation, the board's action in approving the form would stand as final regardless of whether AAAA joined in approval.

Incorporates Revisions

Apart from incorporating a number of revisions in keeping with prevalent business practices in agency-station dealings, the new form was designed to relieve a distressing rubber-stamp problem that went hand in hand with the outmoded "order blank." The NAB has indicated that the new agency contract, which it recommends be used by stations as a basic contract form in dealing with advertising agencies, may be adopted generally for use in direct dealings with advertisers by substituting "advertiser" for "agency" where the latter word appears in the recommended form.

The new form embodies several refinements of the basic provisions of the Jan. 9 recommendations [BROADCASTING, Jan. 13]. Designed to facilitate agencies' bookkeeping practices, the new form provides that although payment from the agency to the station is normally due on or before the 20th day of the month following the commercial broadcast, "if the postmark date on the invoice envelope is later than the seventh day of the month, agency shall not be deemed in default if it makes payment on or before the last day of that month."

Termination Clauses

Covering termination of contract, the new form provides that either party may terminate by giving the other 14 days' prior written notice, provided such notice does not take effect until 28 days after the start of the contracted service. Also it provides that if the station terminates the contract, the agency has the benefit of the same discounts it would have earned under the completed contract.

While the Jan. 9 form provided that in cases of interruption or omission of a commercial broadcast the station would be liable to the agency only for a pro rata reduction in the time charge, the new form provides that the agency may take the more favorable choice between either a pro rata reduction or a reduction based on the proportion of the actual commercial announcement omitted or interrupted. Thus, it was explained to BROADCASTING, a five-minute interruption on a quarter-hour program would qualify for a pro rata reduction amounting to one-third the contract rate for the quarter-hour; on the other hand, a 60-second interruption of a 90-second commercial on the quarter-hour program would qualify for a credit of two-thirds of the quarter-hour time charge.

The contract provisions reserve to a station the right to cancel any contracted broadcast in order to broadcast a local event of public importance, provided there will be no substitution "unless deemed by station to be of the utmost public importance at the time". It provides also that although the agency shall not be liable for any non-cancellable cost of talent to be furnished by the station on the substituted contracted broadcast, "it is mutually agreed that in no case shall station be liable for cost of any talent for which station itself does not contract". Thus, in case of substitution a station would be held liable only for the cost of talent to be supplied by the station, it was explained.

Rate Provisions

Rate provisions of the recommended contract form incorporate a most-favored-nation clause; progressive rate reductions for continuing programs under extension of contract; protection in case of rate revisions through extension of contract within 30 days after effective date of rate revision; rate protection on a 52-week basis if agency contracts for additional time; combination of more than one program under a single contract to qualify for frequency discounts, excluding spot announcements and programs running less than five minutes.

In addition to the overall provision that program material must comply with the NAB Code, the contract form provides that the station may refuse to broadcast "objectionable" programs furnished by the agency, and that if the agency fails to provide program material, after being previously notified by the station, the station may broadcast "a creditable program" under name of the advertiser and make the specified time charge and a reasonable talent charge to the agency.

Inserted in the idemnity provisions of the new contract form is the agreement of the contracting station to furnish upon request by the agency the names of copyright organizations with which it holds performing licenses. The form, as did that of Jan. 9, provides that any litigation against agency or advertiser arising from "station material" will be defended by and at the expense of the station, while litigation against the station arising from "agency material" will be defended by the agency. In either case, the "indemnitor" is given full and complete control of the defense in litigation, and is held responsible for payment of damages or costs that might arise from the judgment. "Station material" would include all material used in programs furnished by the station except material furnished by the agency, and "copyrighted musical compositions performed in non-dramatic form which station is licensed by BMI, at the time of broadcast, to perform publicly for profit". "Agency material" would include all but "station material" and station approval of "agency material" would not affect the agency's indemnity obligations under the contract.

MORE THAN 120 YEARS in the broadcasting business are represented here. Each of these eight men has been in broadcasting 15 years or more. Assembled at a meeting of the Eleventh District of the NAB on March 14 at the Hotel Radisson, they are (l to r): Bert Wick, Devils Lake, N. D.; Earl Rieneke, WDAY, Fargo, N. D.; Carl Haverlin, BMI, New York; Fred Schilplin, KFAM, St. Cloud; Stanley Hubbard, KSTP, St. Paul; Walter Bridges, WEBC, Duluth; Kenneth Hance, KSTP; and Earl Gammons, WCCO, Minneapolis. Mr. Gammons was elected director of the 11th NAB District for his fourth successive term. The district includes Minnesota and the Dakotas.

Couple of 'Firsts'

JOHN PAUL WEBER, announcer of WIP, Philadelphia, and first member of Philadelphia's radio row to enter military service at Fort Dix, N. J., has another first to add to the list. He is the proud possessor of a medal of distinction as the crack machine gunner in his regiment. Further, Weber adds still another first to the camps' list as well as his own: He's down with the mumps.

Bible College Is Denied Shortwave Application

ACTING against another application by specialized interests for a new international shortwave broadcast station, the FCC March 1[illegible] held that public interest, convenience and necessity would not be served by granting the application of God's Bible School and College, Cincinnati, for 60,000 watts on the frequencies 11710 and 21610 kc. in order to serve South America. In proposed findings turning down the application, the Commission stated the 21610 kc. frequency's characteristics "do not permit rendition of a satisfactory program service to South America except during daytime at certain seasons of the year."

It also held that the "proposed programs were not predicated upon a comprehensive survey designed to determine whether such programs would be acceptable to the areas to be served, nor has the applicant shown that it has the necessary program sources available to render an international service in the public interest." Hearings were held last August at which the school proposed to operate three hours a day on 11710 kc. and full time on 21610 kc.

Religious Group Starts Latin American Hookup

GOSPEL BROADCASTING Assn., Los Angeles (religious), heavy user of network and spot radio time, on March 23 started sponsoring a weekly half-hour transcribed Spanish version of *Old Fashioned Revival Hour* on seven major Latin - American stations shortwaving it via WGEA-WGEO, Schenectady, N. Y. Stations and countries are LS2, Buenos Aires, Argentina; CMJN, Camaguey, Cuba; CPX-CP3, La Paz, Bolivia; HJCS, Bogota, Colombia; OAX4A, Lima, Peru; HCJB, Quito, Ecuador; YV5RG, Caracas, Venezuela.

In addition the program is being picked up for rebroadcast by stations in Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Uruguay and Paraguay. Gospel Broadcasting Assn. also sponsors the weekly *Old Fashioned Revival Hour* on 110 MBS outlets, in addition to transcribed versions on several score other stations nationally. Agency is R. H. Alber Co., Los Angeles.

KLZ

5,000 WATTS ON 560 – CBS

DENVER'S STANDOUT STATION

"Standout merchandising wins award from Armour's Clair Heyer, who wrote, "Your record will rank right at the top."

MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

We don't sell it!

PRIMARY COVERAGE
BONUS COVERAGE

We give it away!

We are referring to bonus coverage received by KXOK advertisers which is shown in blue on the accompanying map. The *primary area alone, which is shown in white, comprises 95 counties with an estimated population of 3,531,700. In a recent offer by a KXOK advertiser—in addition to heavy returns received from the primary area, KXOK listeners wrote in from the counties shown in blue. In all, seventeen states were heard from on this particular offer. Advertisers interested in knowing first hand how KXOK's signal gets around are welcome to make a similar test to that described.

*Daytime pattern

KXOK

NBC BASIC BLUE STATION • ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT

Affiliated With KFRU, Columbia, Mo.

Represented by Weed and Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

KMOX
50,000 WATTS
ST. LOUIS
CBS
First with advertisers, dealers, consumers for eight consecutive years
Ask any Radio Sales office for more information about KMOX, one of the eleven CBS 50,000 watt stations.

Radio Well Represented As Correspondents Hold Banquet for Roosevelt

RADIO, headed by the FCC membership, was well represented at the annual White House Correspondents Dinner in honor of President Roosevelt, March 15, at which the President delivered his now famous "aid to the democracies" speech.

The address, which came during the middle of the dinner, was broadcast throughout the world by NBC, CBS and MBS. Entertainment for the dinner, attended by 1,000 Government officials, newspaper and radiomen, was provided this year by NBC which alternates with CBS in providing the entertainers. A feature of the program was British and French reaction to the President's speech piped into the banquet hall as heard from London and Vichy.

Those attending included: K. H. Berkeley, general manager, WRC-WMAL; Dr. Frank Black, NBC music director; Walter Brown, general manager, WSPA and WORD, Spartanburg, S. C.; J. J. Burns, CBS board member and counsel; Harry Butcher, CBS Washington vice-president; John Charles Daly, CBS Presidential announcer; John Dodge, commercial manager, WRC-WMAL; Orrin Dunlap, RCA; Gano Dunn, RCA; John D. Ewing, KWKH-KTBS, Shreveport; George Gillingham, FCC press chief; Paul Glynn, CBS Washington; Earl Godwin, NBC Washington commentator and former president of the association; Horton Heath, RCA; Clyde M. Hunt, CBS, Washington; A. E. Johnson, NBC Washington; Edward Klauber, CBS executive vice-president; William J. Kostka, NBC press chief; Philip G. Loucks, Washington; Claude A. Mahoney, WRC, Washington commentator; Frank Mason, NBC vice-president; Edward McGrady, RCA vice-president; Robert Menaugh, superintendent, House Radio Gallery; C. L. Menser, NBC national production chief; Frank Mullen, NBC executive vice-president; William Neal, NBC Washington; Edward J. Noble, president, WMCA, New York; Duke M. Patrick, Washington; Joseph Ream, CBS general attorney; John Royal, NBC vice-president; M. R. Runyon, CBS vice-president; Frank M. Russell, NBC Washington vice-president; David Sarnoff, RCA president; Arthur Scharfeld, Washington; A. A. Schechter, NBC director of news and special events; Oswald Schuette, RCA; Paul M. Segal, Washington; Eric Sevareid, CBS Washington correspondent; Fred Shawn, WRC-WMAL assistant manager; William J. Slocum Jr., CBS director of special events; Carleton Smith, WRC-WMAL assistant manager; George Smith, Washington; Sidney Strotz, vice-president, NBC; G. K. Throckmorton, vice-president, RCA; Niles Trammell, president, NBC; Albert Warner, CBS Washington news director; Theodore Weber, CBS assistant publicity director; A. D. Willard Jr., manager, WJSV; Paul Porter, CBS Washington attorney, and Brewster Morgan, CBS producer, New York.

Gen. Mills Shifts

GENERAL MILLS, Minneapolis, has moved to CBS the *Betty Crocker* and *Hymns of All Churches* broadcasts which were dropped from NBC in the realignment of the four quarter-hour programs sponsored by this company on a split Red and Blue network from 2 to 3 p.m., EST [BROADCASTING, March 17]. On CBS these programs will be broadcast from 9:45 to 10 a.m. (EST), with *Betty Crocker* heard Wednesdays and Fridays and *Hymns* on Mondays, Tuesdays and Thursdays. Repeat broadcasts are scheduled for 11:45 a.m. to noon (EST) until April 25 and after April 28, 5:15-5:30 (EDST). On April 28 also KLZ, Denver, and KVOR, Colorado Springs, will be added to the network. Both shows advertise Gold Medal Kitchen Tested Flour and both are placed through Blackett-Sample-Hummert, Chicago.

ELK AND PLENTY OF IT was obtained by Ken Niles, CBS announcer on Lever Bros. *Big Town* program, during a Montana hunting trip. This five-pointer was slung over the hood as he arrived back in Hollywood.

KPOW Ready to Start

PLANNING its dedicatory program for the evening of March 31, the new KPOW, Powell, Wyo., will go on the air employing 250 watts on 1230 kc. under the reallocation. Station was authorized by the FCC last Dec. 17 to Albert Joseph Meyer, of Powell, a former postal clerk. Mr. Meyer will be general manager. Lyle C. Tyler, local radio serviceman, has been appointed assistant manager. Other staff appointments are: Del Brandt, formerly with KFBC, Cheyenne, program director; Bert Meyer, new to radio, studio director and announcer; Mrs. Rosemary Meyer, secretary and women's program director. Appointment of a commercial manager and another operator will be made later. A Gates transmitter and a 193-foot Wincharger radiator have been installed.

LAWYERS PROTEST LEGAL PROGRAMS

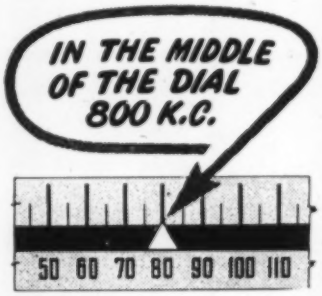
PRELIMINARY plans of the Unauthorized Practice of Law Committee of the American Bar Assn. to take steps forcefully to terminate programs alleged to border on authorized legal practice, were deferred by the committee following a conference in Chicago March 16 with Joseph L. Miller, NAB Labor Relations Director. The committee decided to hold further discussions looking toward voluntary action.

The committee contended that certain programs, such as the *Court of Missing Heirs*, bordered on improper practice of law in that advice was given by unlicensed attorneys on legal matters. The specific complaint against the *Court of Missing Heirs* related entirely to its title, it was asserted.

Arrangements were made by the committee for future meetings, at which specific programs presumably would be analyzed, with a view to working out means of self-imposed restrictions meeting its objections.

Norman Thomas Discs

NORMAN THOMAS, leader of the Socialist Party, on March 16 started a series of quarter-hour Sunday afternoon talks for 13 weeks on WHN, New York, under the auspices of *The Call*, weekly newspaper published by the Party in New York. In addition to the WHN programs, transcriptions of Mr. Thomas' talks are being placed on 40 other stations throughout the country. Agency is Adrian Bauer Adv. Agency, Philadelphia.



After April 1st...CKLW Gains Greater Coverage of the DETROIT AREA!

To old listeners, and thousands of *new* ones, CKLW at 800 K. C. will offer the finest reception in the market. To Advertisers, it offers new impacts for sales messages . . . a stronger, clearer voice . . . greater coverage of a great market, at no rate-increase!

CKLW

5,000 WATTS DAY AND NIGHT
Mutual Broadcasting System

Merchandising & Promotion

Trade Name Quiz—Dollar's Worth—Morning Tabloid—Mutual's Clipsheet—New Sponsors

QUIZ of trade and brand names was staged by WENY, Elmira, N. Y., at the recent meeting of New York's Southern Tier Assn. of Manufacturers' Representives. Bern Furniture, retail store, had invited four representatives of the Binghamton association to meet four from Elmira on one of its semi-weekly quiz contests. Merchandising folk comprised the two teams. After a half-hour of quizzing the Elmira team won. Home listeners, says WENY, found the competition keen and enjoyable and discovered that such prosaic displays as a shelf full of grocery staples had almost as many entertainment ingredients as vitamins.

* * *

Dollar's Worth

REVERSING the normal rate card sequence of number of stations, length and number of broadcasts and, finally, the cost, the new advertisements of NBC's Blue Network start out with the dollars and show the advertiser just how much he can buy for each amount of money. Copy used in advertising trade papers is being adapted for supplementary campaigns in grocery and drug papers, these ads concentrating on Blue sponsors in each field and spotted opposite lists of food and drug network advertisers in the publications.

* * *

Mike Cut-Outs

FULL-SIZED microphone cardboard cut-outs showing station's call letters are being used by WBAB, Atlantic City. Stickers with sponsor's name, title of program and time on the air, are sealed to base of mike. The display is being shown in windows and counters of stores handling sponsor's merchandise.

* * *

WIP's Sack

IN A TINY MAIL SACK, a sales message from WIP, Philadelphia, tells about its MBS affiliation, 5 kw. power, 24-hour operation, renewal record and FM plans. The message is folded into a tiny envelope which is enclosed in a miniature mail sack with tag attached.

FLOWER GIRLS of WMBG, Richmond, Va., donated 5,000 corsages to women who attended the cooking school sponsored by the city. Here are two of the girls, with Bill Filer in the middle. Bill was formerly in charge of local sales at WMBG but now is promotional manager of the city's utilities department.

East's Sheets

ED EAST, conductor of *Breakfast in Bedlam*, broadcast on WJZ, New York, 7-7:55 a.m. every day except Sunday with participating sponsorship, is offering listeners a tabloid newspaper, *AM*, beginning March 24. Four-page paper contains humorous copy, pictures of East and his cohorts on the show and a page of instructions on how to play the piano by ear.

* * *

Mutual News

TALENT and program chatter are printed in a new section attached to the weekly Mutual Program Folio. Besides the usual weekly schedule, the folio now contains a five-column newspaper-style folded cover on which the publicity matter is printed. The folder is perforated at the top. The folio is prepared by Lester Gottlieb, MBS publicity director.

* * *

Treet Plants

CHRYSANTHEMUM plants, called Early Wonder, are being offered as premiums by Armour & Co., Chicago, in their spring promotion on Treet. Listeners are asked to send 10c plus one Treet recipe folder for the plant, which has a retail value of $1. The program *Treat Time* is heard on 47 CBS stations thrice-weekly at 11 a.m. (EST).

* * *

Spreads and Tears

WHEN a new sponsor is scheduled, KGNO, Dodge City, Kan., places an advertising spread in the affiliated *Dodge City Daily Globe*. Tear sheets of the spread, with a promotion letter superimposed, are sent to dealers handling the sponsor's product.

* * *

Kroger Displays

EXPANDING its merchandising activities, WCAE, Pittsburgh, has arranged permanent displays in 100 Kroger Grocery & Baking Co. stores. Displays are changed each week to give products of WCAE sponsors visual advertising.

BROCHURES

TAYLOR - HOWE - SNOWDEN GROUP of Texas—Letter-sized orange folder "A Swell New Package," containing in brief case style, separate promotion folders on KGNC, KFYO, KTSA, KRGV. Each folder gives history of station, coverage map, rates and market data.

WGY, Schenectady—Booklet, "Urban Markets", devoting a page to market data for each of the following cities: Albany, Amsterdam, Binghamton, Glens Falls, Kingston, Poughkeepsie, Pittsfield, Schenectady, Troy, Utica, all served by WGY.

WEDC, Chicago—Four-page file-size blue-black-white sales folders on the *Midnight Flyers* replete with description of the program, audience reactions, nighttime coverage and map showing mail response.

WPTF, Raleigh, N. C. — Mimeographed brochure to department stores presenting *The Shoppers Exchange* of Margaret Early.

When you see this . . . .

ONLY THEN YOU'LL SEE A LOWER COST THAN WTAM'S .000073 CENTS *per* FAMILY

That's the rock bottom cost in the Cleveland Market and it's based on simple arithmetic. Take the 15 minute daytime rate of each Cleveland Station and divide by the number of radio homes each claims in its Primary area. Then check the Surveys for actual listeners. In both cases you'll find WTAM far ahead. Facts like these explain why WTAM is first choice with smart Time Buyers, coast to coast.

WTAM CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy • **Copyright, 1941, by Broadcasting Publications, Inc.**

Moving Day Headaches

IN THE WEE HOURS next Saturday, March 29, the standard broadcast band undergoes its first "face-lifting" since the reallocation of 1928. By virtue of the Havana Treaty signed by the principal nations of the North American continent, some 1,300 stations shift to new bands and are pledged to adhere to engineering standards uniformly applicable to each nation. Interference heretofore caused by stations operating on a hit-and-miss basis in Mexico and Cuba, plus the notorious border station coterie would be eliminated under the new allocations structure.

An eleventh-hour development came with the release of the official Mexican log, which varied substantially from the allocations sanctioned at the final engineering cleanup session in Washington last January. Both the Brinkley and Baker border stations, plus certain others, are still on the rolls, with superpower—this despite definite official commitments that they would go by the boards. There is no despair evident at the FCC, but there is plenty of consternation elsewhere. However, it will not alter the basic plan for the March 29 shifts.

It has been known for months that border station operators have been seeking to undermine the whole allocation plan in order to preserve their stations and to continue to serve American listeners, paid by the dollars of American advertisers who have procured bargain rates or whose commercials would not be accepted by domestic stations. Whether they have been able to sabotage the original allocation plans remains to be seen. The fact that Mexico has seen fit to hold off assignments on a half-dozen channels to which it was accorded rights, plus the disclosure that it has not assigned stations to frequencies in violation of the agreement except where locations are concerned, are hopeful signs.

It is evident that both Canada and this country are geared for the changeover as scheduled next Saturday. Cuba will not be ready for the full-scale shift of its 87 stations. And as a result of the Mexican alterations there is bound to be some confusion. Thus it seems evident that there will be interference not foreseen when the changeover develops.

This country is not disposed to brook any undue tampering with the Havana Treaty terms. If the border stations continue to operate following the effective date of the Treaty, in violation of that sovereign agreement, official moves should be made to silence them through diplomatic channels. Should these fail, and should serious interference be caused with stations in the United States and Canada, there probably are justifiable grounds for jamming their operations by blasting high-power carrier signals on their frequencies.

Dollars for Defense

CASH IS NEEDED by Uncle Sam to finance the national defense program. Quarters from school children and dollars from workers will be marshaled through a bond drive, to get under way May 1, that will be reminiscent of the Liberty Loan drives of World War I.

In keeping with the modern tempo, Secretary Morgenthau has organized a skeleton staff to handle the bond promotion. As things stand now there will be an advertising budget, possibly of a million or so, to get the campaign under way during its early months. Cognizant of the importance of radio, the new organization already has named a radio man, Vincent F. X. Callahan, who knows commercial broadcasting from its early days. Funds for advertising may not be available until summer.

Radio, quite properly, has given freely of its time to Governmental agencies in the interest of public welfare. Newspapers and magazines do this too in feature stories and in news coverage. But in past Government campaigns where Uncle Sam has had something to sell, newspapers and magazines have procured space rates. But not radio!

We don't know what the modus operandi will be in the new Defense Bond drive. Appointment of Mr. Callahan augers for the commercial approach. The planned appointment of an advertising agency indicates a definite appropriation for paid advertising, from which the agency would procure its 15% commission. The whole structure, it appears, will be geared commercially.

If white space is bought, then paid time also should be the order. The Government regards radio on equal footing with the press all down the line. There should be no deviation from that position when dealings are with the business office rather than news departments.

If taxpayers' dollars are to be allocated for advertising purposes, one media should not be discriminated against. If, in the selection of media, it is concluded that the printed page can do a better job than the spoken word, that's a different story entirely. Radio is willing to take its chances in a competitive presentation.

The RADIO BOOK SHELF

ADVENTURES of amateur operators of shortwave radio, the heroic part they play in maintaining communications during emergencies when other means of communication have failed, the comradeship that grows up among operators continents apart, the devotion of the operators to amateur radio, and its increasing importance and utility, are chronicled in *Calling C-Q*, a book dedicated to "hams" (Doubleday Doran, N. Y., $2) by Clinton DeSoto, a staff member of *QST*, the organ of the American Radio Relay League, and author of a history of amateur radio.

ESPECIALLY designed to meet the needs of the tremendous audience of music lovers created by radio, a three-volume reference guide has recently been published at popular prices. Separately titled *The Standard Opera Guide*, *The Standard Concert Guide*, and *The Biographical Dictionary of Musicians*, the last-named edited by Deems Taylor [Nelson Doubleday Inc., New York, $2.95 the set], these books contain short biographies of great composers, their music, the stories behind their masterpieces, as well as instruction for intelligent listening.

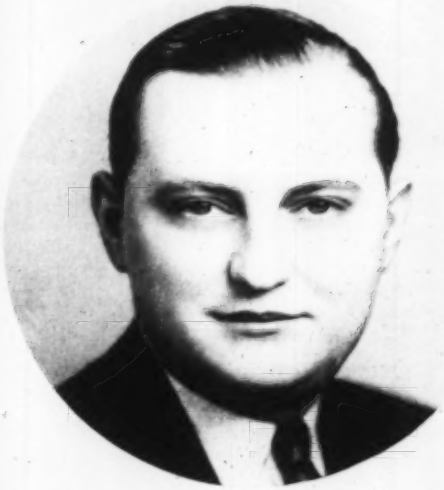
DEDICATED to the radio serviceman, but valuable also to the library of the radio engineer and anyone interested in the new art of FM, is *An Introduction to Frequency Modulation*, by John F. Rider, just published by John F. Rider Publisher Inc., New York City ($1). The 136-page book has six chapter headings: Frequency Modulation, What Happens at the Transmitter, What Happens at the Receiver, The Transmission of FM Signals, FM Receiving Antennas, Servicing FM Receivers.

OUTGROWTH of a survey of college radio courses is a syllabus published by the Federal Radio Education Committee and offered as a basis for other colleges contemplating radio. Included in the 111-page edition are suggestions for such radio courses and a listing of radio periodicals and other sources of helpful information. The present edition is a revision by Prof. Tracy F. Tyler of the U of Minnesota of the 1937 syllabus issued by the FREC. Copies may be obtained at 50c a copy or for 35c each in quantities of ten or more from the FREC Committee, U. S. Office of Education, Washington, D. C.

THE MARCH *Atlantic Monthly* carries the diary of William L. Shirer, former CBS Berlin correspondent, which he kept as he followed the German armies through Holland, Belgium and France. It makes fascinating reading and tells much more than the author, while under the Nazi censorship, was able to broadcast to America, though perhaps not much more than he is telling in his lecture, motion picture and other engagements since his return to America.

CASE EXAMPLES of successful educational programs, adaptable locally, are contained in *Utilization Practices in Educational Radio* just published by the School Broadcast Conference, 228 N. LaSalle St., Chicago [50 cents]. The 101-page mimeographed book contains entries in the first annual utilization competition sponsored by the Conference, and is filled with suggestions which may be adapted to any in-school radio broadcast.

We Pay Our Respects To —



LESTER WILLIAM LINDOW

CHERUBIC is the word for Lester William Lindow. But don't let that baby-face deceive you, for folks who knew Les when he lived, variously, in Milwaukee, Madison, New York and Pittsburgh, agreed that young Lindow was really going places in this business world. Now Indianapolitans, after watching him operate for the last year as manager of WFBM, Indianapolis, agree that he is one chap it would be unwise to "sell short".

It was about 28 years ago, on April 11, 1913, that Les Lindow got his first back slaps and let out his first yelps. It was just ten years later that his business career started (for he has never been out of a job since he was 10). And just 16 years after that he was the youngest manager of a network station—at age 26! The many back slaps he has received since that early April day in Milwaukee have been well deserved and usually delivered by older, successful men who have looked with astonishment and pleasure at Lindow's successive accomplishments.

As a delivery boy for a commercial photographer Les earned his first dollar. Later he became a printer's devil. While still a grade school pupil, Les, together with another lad of the same age, owned a community newspaper. That included complete ownership of presses which were bought by meager savings, borrowings and a purchase on the installment plan. Work consisted of writing, setting, makeup, selling advertising, then peddling the papers. On this job Les produced his first profit and loss statement—and the year-end figures were entered on the proper side of the ledger.

High school, with its increased homework, offered Les too few hours for his own business, so he sold out. The paper, now greatly enlarged, is still in existence. He worked for a chain grocery store throughout high school, storing up valuable knowledge of retailing.

Representing a Madison men's store during his attendance at U of Wisconsin, he sold clothing door-to-door to fraternity houses. Sorority girls bought their flowers from the blonde chap who appeared before each campus affair. School parties that required beer—regardless of where given or by whom—were supplied by the determined undergraduate.

Nor did work interfere with his studies, for during his junior and senior years he was elected to the school honor society. In June, 1934, when Lindow was handed his B.A. degree in journalism, he had a bank book that showed a $500 balance! "I made more money the last year in college," he confesses, "than I did the first year after I left."

At the time of Lindow's graduation (and until only a few years ago), the general advertising department of Hearst publications had a representative visit various schools throughout the East and Midwest to select likely prospects to work in that division of the organization. Lindow was selected from Wisconsin U. After the graduation dinner and banquet he caught a train for New York.

While business manager of *Advertising Almanac* Les decided to look into the radio picture. He had a lengthy talk with Marvic H. (Pete) Petersen, then in charge of national sales for Hearst stations. In May, 1935, he headed for Pittsburgh as a cub salesman for WCAE, then under the management of Ford Billings. It took only a few months to become a regular salesman. In August, 1938, he was appointed national sales manager. Five months later he became sales manager of the station.

On April 1, 1940, Les obtained a leave of absence from his Pittsburgh post and accepted the position of "acting manager" of WFBM, Indianapolis. Personally chief stockholder in the Indiana outlet was Harry M. Bitner, publisher of the *Pittsburgh Sun-Telegraph*, who was instrumental in the purchase of the station from the Indianapolis Power & Light Co. the preceding July.

Secretary-treasurer of the corporation and traffic manager of WFBM at this time was Harry M. Bitner Jr., son of the publisher. Harry Jr. was also a stockholder and active in the station's management. Upon Lindow's arrival a Damon & Pythias friendship arose, Harry being 27 years old, and the two young men charted the future course to be steered. Since that time the friendship and respect for one another's abilities has increased with time and today they share the same office, discuss operation problems and see eye-to-eye in practically all instances.

Three months after his arrival, on July 1, Lindow's mind was made up. He resigned officially from WCAE and the "acting" portion from his title was dropped. Harry, at the same time, relinquished the traffic managership and became office manager.

And so the station is operated today.

As to Les' amibition, he'd say, "To make WFBM the best station in the country." Hobbies? "Only WFBM. I eat it, drink it and sleep it." And there is little time for extra-curricular activities when a man feels that way about his station.

Lindow is unmarried. He is a member of the University Club of Pittsburgh and the Indianapolis Athletic Club. His fraternity affiliation is Alpha Chi Rho. He holds a First Lieutenancy in the officer's reserve, and at college was a member of Scabbard & Blade, military fraternity.

Personal NOTES

GLEN BANNERMAN, Canadian Assn. of Broadcasters president-general manager, was tendered a luncheon at the Rideau Club, Ottawa, March 18 by Hon. C. D. Howe, Munitions and Supply Minister, under whose jurisdiction comes Canadian broadcasting.

MYRON L. (MYKE) SILTON, of the WORL, Boston, sales staff, recently became the father of his first born, Michael Alfred Silton.

MIKE LYMAN, manager of WSAZ, Huntington, W. Va., on March 14 was elected president of the Huntington Advertising Club, succeeding Vernon C. Bailey, resigned.

A. C. ETTER, for seven months salesman of KRBC, Abilene, Tex., has been named assistant manager. Howard Barrett, general manager of the station and supervisor of KGKL, San Angelo, and KBST, Big Spring, has been ill from influenza.

WILLIAM G. GILLESPIE, manager of KTUL, Tulsa, is a member of the Executive Committee of Tulsa, instrumental in bringing a bombing plane assembly plant to Tulsa that created employment for 20,000 men.

C. J. LANPHIER, manager of WEMP, is the father of a second son, Patrick Daniel, born March 13.

ART HILL, formerly of KOY, Phoenix, sales department, has joined KMO, Tacoma, as account executive.

RAYMOND T. McKENZIE, formerly KLBM, La Grande, Ore., commercial manager, has joined the executive staff of KMO, Tacoma.

GEORGE MOORE, of the sales staff of WSAI, Cincinnati, on March 13 became the father of his first child, a son.

EDWARD D. CLERY, general manager of WIBG, Glenside, Pa., has been appointed to the publicity committee of the Philadelphia County American Legion, and is chairman of the radio committee of District 6, American Legion.

WILLIAM L. CARD, formerly in the radio department of the New York World's Fair 1940, has joined WMCA, New York, as director of program production, replacing Charles Kapps, who has joined the sales department of WOV, New York.

A. NICKEY, assistant cashier of NBC, Chicago, has been granted a leave of absence for military service.

N. B. McCLANCY, NBC traffic manager, is in Hollywood on a business trip to discuss traffic problems with the network's west coast traffic division.

RALPH ATLASS, president of WIND, Gary, Ind., was host to the seven members of the station's sales department for a week-end at French Lick Springs, Ind., in appreciation of a sales record which topped the station's previous peak.

HUGH M. ASPINWALL, formerly director of farm programs of WFAA, Dallas, and KGKO, Fort Worth, on March 17 was named program and production manager of KWTO-KGBX, Springfield, Mo. Mr. Aspinwall replaced Terry Moss, resigned.

G. A. BROWNE, P. S. Booth and R. S. Macpherson, members of the Canadian Broadcasting Corp. staff, are serving overseas with the Royal Canadian Artillery, Royal Canadian Navy and Royal Canadian Air Force respectively.

MRS. PEARL BENNETT BROXAM, program director of WSUI, Iowa City, Ia., is on a tour of the South, including several radio stations in the interest of Zeta Phi Eta, women's speech fraternity of which she is past national president.

THOMAS CONNELLY, director of program promotion of CBS, will be one of the featured speakers at the fourth district convention of the Advertising Federation of America in Miami Beach, April 19-20.

JOHN GUNTHER, NBC commentator, on March 21 started a quarter-hour on NBC-Blue network, discussing affairs throughout the Americas. He has returned from a tour of South and Central American nations.

JOHN PATRICK SMITH, commercial manager of WCPO, Cincinnati, has become engaged to Mary Jane Lawler, of Cincinnati.

PAUL WHITE, CBS director of news and special events, on March 11 was featured speaker at a luncheon given by the Advertising Women of New York. Mary Margaret McBride, CBS "Columnist of the Air," served as mistress of ceremonies.

MARVIN (BUD) LANG, account executive of KTAR, Phoenix, married Virginia Black of Los Angeles March 16.

FRANK McINTYRE, program manager of KRBC, Abilene, Tex., is the father of a daughter.

WALTER WINDSOR, formerly of WAAT, Jersey City, and WMCA, New York, has been added to the staff of WSGN, Birmingham, Ala.

BARRY BARENTS, of the announcing staff of WTAG, Worcester, is the father of a boy.

BEHIND the MIKE

LOUIS COWAN, Chicago creator of the weekly NBC *Quiz Kids*, sponsored by Miles Labs., was in Hollywood during mid-March to confer with film executives on plans to build feature pictures based on the radio program. Featured will be two contestants, Gerard Darrow and Cynthia Kline. Paramount Studios is currently making a series of "Quiz Kids" short films.

FRED BANKER, formerly on the news staff of KOMO-KJR, Seattle, has been inducted into the Army.

LOU WITHERS, KFI-KECA, Los Angeles announcer, has resigned to devote his time to ranching.

FULTON LEWIS, Jr., MBS Washington commentator, is currently on a West Coast lecture tour.

DOUGLAS WAY, formerly chief announcer of WJJD, Chicago, and WFBM, Indianapolis, has joined the staff of WWRL, Woodside, Long Island, as a newscaster, replacing Sanford Baker, who has joined the announcing staff of NBC.

LE HOY FRENCH, singer and stage director, has joined WBNX, New York, as director of the newly-created music, copyright and research department.

FLORENCE BERNARD, of the Edward Sherman office in Philadelphia, theatrical agency, has been named Pennsylvania representative for the WOR Artists Bureau, New York.

Slap at ASCAP

CLOSING-DAY ceremonies of the North Carolina Senate were broadcast by WPTF, Raleigh. The Senate selected "God Bless America" as its selection for a choral number on the broadcast but just in time Announcer Carl Goerch recalled it was an ASCAP number. The Senate quickly substituted "America" and after the rendition, Senator Rowe introduced a resolution "venting the condemnation of this body" on ASCAP. The resolution was passed.

BYRUM SAAM, play-by-play sports announcer for the baseball and football games on WIP, Philadelphia, left March 22 for a tour of the baseball training camps. He returns April 7 to prepare for his Atlantic Refining baseball broadcasts starting April 16.

TOM ADAIR, formerly of NBC, is scriptwriter and co-author of the novelty tunes featured on Tommy Dorsey's *Fame and Fortune* program, sponsored by Lewis-Howe Medicine Co., St. Louis, on NBC-Blue.

DON McNEILL, m.c. of the NBC *Breakfast Club*, is the father of a third son, Robert Patrick, born March 17.

HARRY SIMS, member of the *WLS Rangers*, Chicago, is the father of a son born March 16.

GORDON LEWIS, formerly of WORC, Worcester, and Emerson College of Oratory, has joined the announcing staff of WORL, Boston.

KEN CARPENTER, Hollywood announcer, has been assigned to the NBC *Alec Templeton Time* sponsored by Miles Labs. (Alka Seltzer), taking over the duties of Warren Hull, who resigned because of film commitments. Ed Simmons, producer of Wade Adv. Agency on the show, is doubling as mc.

TED COLLINS, manager of Kate Smith's programs, and m.c. on her CBS broadcasts, has been named musical consultant for Paramount Pictures. On March 22 he left for Hollywood to produce four West Coast broadcasts of the *Kate Smith Hour*, which will feature air premieres of Paramount's latest releases.

BRAD BARTON, formerly of WNAX, Yankton, S. D. where he was known as Barney Corson, and Dick Mitchell, formerly of WGRC, Louisville, where he was heard on the air as Roy Vogelman, has joined the announcing staff of KMBC, Kansas City.

BILL CARLSON, formerly of WKBH, La Crosse, Wisc., and more recently staff announcer on KMBC, Kansas City, has been called to Army duty.

STEWART DEAN, formerly of KOMA, Oklahoma City, and CKLW, Windsor, Ont., has joined WFAA-KGKO, Dallas, as newscaster, replacing Perry Dickey who resigned to join the radio department of Grant Adv., Dallas.

EARLE GUYE, for the past year on the announcing staff of KFRO, Longview, Tex., leaves April 1 to join the radio corps of the Army. David Chapman, formerly connected with several Texas and Louisiana stations, will replace Guye.

LES MITCHEL, producer of WBBM-CBS, Chicago, on March 17 took over production of the five-weekly Colgate-Palmolive-Peet Co. *Stepmother* serial.

BERT JULIAN, new to radio, has joined the announcing staff of WDZ, Tuscola, Ill.

SID SUTHERLAND, Hollywood commentator, has been signed by Republic Studios, to write the screenplay, "Pardon My Stripes," which goes into production shortly.

DON BENNETT, of the program department of KYW, Philadelphia, is the father of a girl, born in early March.

LOUIS P. WALKER, of Bogota, N. J., has been appointed to the announcing staff of KYW, Philadelphia, replacing Harry Wood, resigned.

GERTRUDE FELIU, Spanish-American linguist and scholar, has joined the CBS department of education to assist Sterling Fisher, CBS director of education, in his negotiations with the Latin-American countries cooperating with CBS on the *School of the Air* programs this fall.

ARCH KEPNER, of the announcing staff of WQXR, New York, and previously of WOL, Washington, has been named chief announcer of WQXR, replacing William D. Strauss, draftee.

ROBERT BLOODWORTH, formerly on the staff of KFYO, Lubbock, Tex., has been inducted into the Army.

MRS. ELMER JOHNSON, staff pianist of WJJD, Chicago, where she is known as Priscilla Holbrook, is the mother of a girl, born March 8.

BILL MACK, graduate of Columbia College of Drama and Music, has joined the announcing staff of KDRO, Sedalia, Mo.

RALPH MILLER, new to radio, has joined WEXL, Royal Oak, Mich., as announcer.

ROBERT MAGUIRE, of the news department of WICC, Bridgeport, Conn., is the father of a boy born March 7.

JAMES V. SIMS has joined the announcing staff of KRBC, Abilene.

Meet the LADIES

MARGARET HADLEY STATON

A COMPARATIVE newcomer to radio, Margaret Hadley Staton has rapidly become a morning highspot for Eastern Carolina women listeners. On her daily program Miss Staton features home-making items of local interest, latest fashion trends and bits of philosophy. Miss Staton was formerly a columnist for the *Washington Times-Herald* and had her own personal problem service in Washington and New York, later moving to Rocky Mount and in December, 1939, joining the staff of WEED.

BOB ROBERTS, formerly of WDEL, Wilmington, Del., has joined the announcing staff of WPEN, Philadelphia, succeeding Joe Novenson, who went to WFIL, Philadelphia. Madeline Hudome, new to radio, has joined the program department of WPEN, as assistant to Program Director Lee London.

JAMES DICKERT, producer of WBBM-CBS, Chicago, is the father of a girl, Ruth, born March 8.

SYDNEY MOSELEY, English journalist, whose daily commentaries are heard on WMCA, New York, is writing a book on his impressions of American radio. Title and publisher have not as yet been selected.

GAY FERGUSON, formerly announcer of KSCJ, Sioux City, Ia., has joined staff of WNAX, Yankton, S. D.

HERALD GOODMAN and Bud Webster have sold an original composition, "Back in the Purple Hills", to M. M. Cole Publishing Co.

The diet I'm getting makes my mouth water—what with tasty shows like "Information Please", "Quiz Kids", "Xavier Cugat", and layer after layer of other goodies like "Alec Templeton Time" . . . No wonder WSAI-Fare has so many mouths (and ears) working overtime here in Cincinnati.

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

WHB
Kansas City's Favorite Station
★
"Represented by Rambeau"
WM. G. RAMBEAU COMPANY
CHICAGO 360 No. Michigan Andover 5566
NEW YORK Chanin Building Caledonia 5-4940
KANSAS CITY

MRS. FRANCES FARMER WILDER, CBS Western division director of education, is conducting a weekly class in management and technique of broadcasting, at University College, U of Southern California, Los Angeles. Clinton Jones, of the network's news staff conducts a class in radio script writing, at the school.

LAURA WALTERS, formerly of WCAE, Pittsburgh, has replaced Helen Harper as commentator on the five-weekly quarter-hour *What's New in the Stores Today?* sponsored by Cluett, Peabody & Co., on KNX, Hollywood.

CHARLES HOLLISTER NOBLE, of CBS Hollywood publicity staff, and Iris Davis, Earl Carroll Theatre-Restaurant publicist, were married March 14.

IRVING PARKER, who formerly operated Radio Features Service, Hollywood, has joined the publicity department of Warner Bros., that city.

JEANNE KIMBALL, formerly of WDGY, Minneapolis, has joined the continuity staff of KYSM, Mankato, Minn.

EDWARD BROWNING Jr. has been appointed program director of WBAB, Atlantic City. Paul Bernard, new to radio, has joined the announcing staff.

DAL STALLARD, formerly announcer of KGNO, Dodge City, Kans., has joined the announcing staff of KDLR, Devil's Lake, N. D. Dick Hamilton of KIUL, Garden City, Kans., has replaced Stallard at KGNO.

JIMMY ROBERTSON, announcer of WIBA, Madison, Wis., and Ann Moore, of the music department, are convalescing from mumps.

BILL DYER, sports announcer of WCAU, Philadelphia, is making a tour of the Florida baseball camps.

Thompson's NBC Post

DON THOMPSON, formerly producer of special events at KGO-KPO, San Francisco, was appointed March 17 as supervisor of special events for the NBC Western Division with headquarters in Hollywood. He succeeds Clinton Twiss, promoted to supervisor of announcers working out of Hollywood. Thompson has been with NBC 13 years, having joined KGO as an announcer in 1928. Twiss joined NBC in 1933 as an announcer and in 1936 was made director of special events in Hollywood.

Denver Hosts

KFEL and KOA, Denver, were guests March 14 to 1,100 radio dealers and service men from that area who attended the open meeting in the KOA studios for the purpose of familiarizing themselves with all the aspects of the March 29 reallocations. Gene O'Fallon, presidefit of KFEL and NAB district director, and Lloyd E. Yoder, manager of KOA, answered questions at the meeting regarding changes for push-button sets. Plugging the reallocation further the two stations have distributed between 50,000 and 100,000 NAB Movin' Day leaflets and have scheduled a series of ads in Colorado newspapers.

EDWIN G. FOREMAN Jr., president of The Foreman Co., national station representative firm, on March 25 will be honored on the *Citizens of Tomorrow* broadcast on WGN, Chicago. Partaking in the program, which is dedicated to the youth of America, will be students and faculty members of Foreman high school, Chicago, named after his father.

H. A. Stretch Jr. Named To Manage New WPAT

HAROLD A. STRETCH Jr., son of the advertising manager of the *Philadelphia Inquirer*, has been appointed general manager of the new WPAT, Paterson, N. J., which is scheduled to start operating about May 15. Mr. Stretch until recently was on the advertising staff of *Radio Daily*, and formerly was a salesman with WHN and WNEW, New York. He is now mustering the remainder of his staff.

Under the Havana Treaty, WPAT will operate with 1,000 watts daytime on 930 kc. RCA transmitter and speech input equipment are being installed along with a 365-foot Lehigh tower. The station is 49% owned by James V. Cosman, tube sales manager of Federal Telegraph Co. Other stockholders are Frank B. Falknor, chief engineer of CBS, Chicago, 25%; Rex Schepp, manager of WIRE, Indianapolis, 25%; Mrs. Cosman, 1%.

ADVISORY COUNCIL ORGANIZED BY WGY

AN ADVISORY council, made up of 22 group leaders, including representatives of colleges, public schools, musical organizations, the Parent Teachers Assn., Boy Scouts and Girl Scouts, has been organized in Schenectady to cooperate with WGY. Primarily the council is formed to advise with the station management on children's programs, but in addition the body will be consulted on all public service programs.

Preliminary organization was perfected at a dinner meeting in the auditorium studio of WGY where the council members were the guests of General Electric Co. and WGY. Robert S. Peare, director of all broadcasting activities of General Electric, and manager of the company's publicity department, presided at the meeting. Mr. Peare urged the Council to take an active interest in the programming of WGY, to make recommendations and, if called upon by the station manager, Kolin Hager, to act as an audition committee on program suggestions.

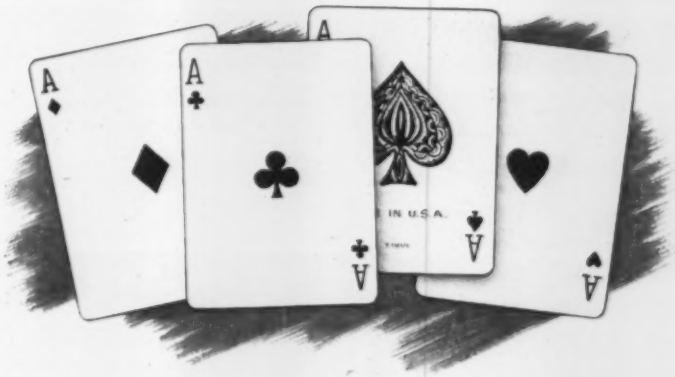
Mrs. Dorothy Lewis, national radio chairman of the National Society of New England Women and vice-chairman of the Radio Council on Children's Programs, attend the Council session and gave the members an outline of her survey of broadcasting activities throughout the country. The Rev. Franklin J. Hinkamp, radio chairman of the Schenectady Council of Churches, was named chairman of the council's organizing committee.

Applegate Would Quit KENO

CALVERT C. APPLEGATE, one-third owner of KENO, Las Vegas, Nev., which went on the air last September, proposes to withdraw from the partnership in an application filed with the FCC March 19. Under the new setup George Penn Foster and Maxwell Kelch, the other partners, would hold 49.99% of the stock each, with Laura Bell Kelch holding the other .02%.

ERNEST LACKEY, former mayor of Paducah, Ky., and father of Pierce E. Lackey, present mayor of Paducah and president of the Paducah Broadcasting Co., owners and operators of WPAD, Paducah, and WHOP, Hopkinsville, died March 7.

Here are four of the surest tricks in radio



More than your contract in bridge means over-trick premiums. Look at these KGO "over-tricks."

♦ ***Ann Holden's KGO Home Forum.*** One enthusiastic advertiser* writes, "The lowest cost-per-inquiry of five participation programs I've tried." Find out for yourself how little it costs.

♣ ***New Shows.*** KGO has half a dozen air-tested sustainers for sale—each stamped with NBC's guarantee of quality. Ask your NBC Sales Representative to tell you about them. Or write us direct.

♠ ***Hot Spots.*** KGO offers choice time spots next to such top NBC Blue Network shows as "Quiz Kids", "I Love a Mystery" and "Gang Busters." Write or wire us for specific availabilities.

♥ ***Promotion-minded*** KGO is San Francisco's fastest growing, second most powerful station. Partner in NBC's new million-dollar building, KGO gains additional prestige from national exploitation.

**Name furnished on request*

KGO

790 Kc. 7500 W.

111 SUTTER STREET
SAN FRANCISCO, CALIFORNIA

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Power + Frequency
= Coverage
That's why CJOR is proud of its coverage results with 1000 watts on 600 K.C.; making this station Best Buy on Canada's Pacific Coast.
CJOR
Vancouver, B. C.
National Representative
J. H. McGillvra
H. N. Stovin (In Canada)

In ROCHESTER
It's WHEC
BASIC CBS

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
JOHN BLAIR & COMPANY
National Representatives of Radio Stations

Purely PROGRAMS

RANDOLPH FIELD, the "West Point of the Air", forms the background of a quiz program heard Sunday evenings over the Texas Quality Network, from WOAI, San Antonio. Two four-man teams are selected from cadets and officers sending in the best questions. Individual representatives of each team put their questions to the entire opposing team, any member of which may answer. After each side has asked its eight questions, total team scores are tabulated with the winning team getting $50. Individuals who answer questions correctly are given a "grab-bag" prize contributed by a listener. Program is known as *The Flying Cadets Compete.*

* * *

Gong With the Wind

BREVITY was emphasized by WEBC, Duluth, in carrying a political broadcast March 15 prior to the city primaries. Program, titled *My Hat's in the Ring*, invited all candidates to the studios to give their views and platforms. Time allowed for each however was only one minute with a gong ready for anyone running over. WEBC plans a similar stunt for the final elections on a commercial basis.

* * *

Weekend Bargains

SIMULATING an actual parade description, *The Food Value Parade* is presented each Thursday, Friday and Saturday mornings at 9:30 a.m. on WHUB, Cookeville, Tenn., by a local retail grocery. With appropriate parade sound effects the week-end specials of the sponsor are described marked by a gong sounding with each price. Premiums are awarded housewives telephoning orders to the store within a half-hour after the conclusion of the broadcast.

* * *

War Feature

SO LOCAL war services can avail themselves of early evening sponsored program, *British American Band Wagon* on a number of Canadian stations allows time for local announcements or announcements of national importance. War service entertainments, service club undertakings, reminders to listen to important international broadcasts, reports on war service financial campaigns, are among the type of announcements on the new musical program sponsored by British American Oil Co., Toronto, and placed by J. Walter Thompson Co., Toronto.

* * *

Young Newsmen

BOYS AND GIRLS have their fling at reporting on the *Kid Reporter*, over KTSA, San Antonio. Material, submitted by youngsters throughout South Texas, features human interest stories of friends, pets, experiences and the like. Every boy and girl is a correspondent of the *Kid Reporter*, and names of those whose stories are used, are announced over the air.

Inspired by Art

MOMENTS that inspired immortal handiworks in the fine arts are dramatized during the weekly half-hour program. *This Was My Inspiration*, on KFI, Los Angeles. Written by Jon Slott, the series is an experimental workshop, giving seasoned artists an opportunity to test their dramatic talents. Glan Heisch, KFI program director, produces the series.

* * *

Home Recordings

RECORDINGS made by listeners on their home recorders of music, song, readings or dramatic skits are submitted to the contest program *Off the Record* of KJBS, San Francisco, Sundays 4-4:30 p.m. Two radio sets are awarded weekly for the best records and the grand prize at the end of the contest will be an all-expense trip to Hollywood with an audition at one of the major network studios. Larry Cook is m.c. Thompson & Holmes Co., San Francisco, Northern California distributor for Philco radios, is sponsor.

* * *

'Bama Drama

ALABAMA'S progress, as it was furthered by the various civic, fraternal and patriotic organizations, industries and educational institutions throughout the State, is depicted on the dramatized *Alabama Marches On!*, presented each Friday on WALA, Mobile. Each program is based on a different organization and the sponsoring Jackson Brewing Co., New Orleans, uses no commercials only an opening and closing credit line.

* * *

Tacoma Talent

THREE ASPIRING entertainers are invited twice weekly to participate in the quarter-hour talent quest, *Debut Time*, on KMO, Tacoma. Winner is determined by an applause meter. Special judges pick a monthly winner and at the end of 13 weeks a final winner will be chosen. Reward will be an all-expense trip to Hollywood. Charlie Foll, KMO, announcer, is m. c.

SWAPPING production ideas are (l to r), Ted Sherdeman, NBC Hollywood director and Ed Simmons, Chicago producer of Wade Adv. Agency on the NBC *Alec Templeton Time*. Program, sponsored by Miles Labs. (Alka Seltzer), is currently emanating from the West Coast.

Kellogg Testing Serial From KMBC in Texas

TEST CAMPAIGN of 39 weeks in Texas for *Texas Rangers*, now heard on KMBC, Kansas City, will begin March 31 under sponsorship of Kellogg Co., Battle Creek (corn flakes), Arthur B. Church, KMBC president announced this week. The test provides for five quarter-hour programs weekly on six Texas stations. If results warrant, the show will be expanded from coast to coast.

The series is being transcribed in Hollywood where the unit is currently engaged in movie and radio work, under Fran Heyser, productions head of KMBC in Chicago. Agency is J. Walter Thompson Co., Chicago.

Arizona Phones

QUESTIONS dealing exclusively with Arizona are sent by listeners and answered over the phone while the *Arizona Quiz* program is in progress on KTAR, Phoenix. The winners go five gallons of the sponsor's gasoline from the nearest service station.

WILLIE HOWARD, comedian, has been awarded his full claim of $6,000 by the American Arbitration Assn. in the dispute over a contract Howard had made to appear on 13 of the *Kate Smith* programs on CBS. Howard was cancelled after five appearances and claimed breach of contract as signed through Ted Collins, Miss Smith's manager and m.c. of the program. The claim was brought by AFRA on Howard's behalf, with Henry Jaffe, AFRA attorney, arguing the case on the comedian's behalf.

KIDO
Boise
NBC Red and Blue

IDAHO'S METROPOLITAN STATION
serves
45%
Of Idaho's Retail Drug Sales
JOHN BLAIR & CO.
Nat. Reps.

Agencies

THEODORE WICK, formerly an assistant director in the CBS production department and organist on General Mills' *Valiant Lady* program on NBC, has joined Lynn Baker Co., New York, as radio director.

MARGARET CARSON, formerly radio copy chief of Stack-Goble Adv. Agency, Chicago, has joined Lord & Thomas, Chicago, in the same capacity, succeeding Evelyn Rosier, resigned.

HERBERT SANFORD, radio production assistant of N. W. Ayer & Son, New York, has written a song, *Just Plain Love*, which was played for the first time recently on the *Ben Bernie* program on NBC-Blue.

JAMES M. CLEARY, vice-president of Roche, Williams & Cunnyngham, Chicago, on March 11 was elected president of the U of Illinois board of trustees.

JACK STRAUSSBERG, formerly a free lance artist, has joined Schwimmer & Scott, Chicago.

O'NEILL RYAN Jr., vice-president in charge of new business of Blackett-Sample-Hummert, Chicago, has resigned effective April 1.

ERNEST BADER, formerly radio director of the Caples Co., Los Angeles, has joined the CBS Hollywood staff as program department sales-service manager. Paul Pierce, along with his duties as continuity editor, has been filling the post temporarily.

HUGH McKENZIE, production manager and account executive of Botsford, Constantine & Gardner, San Francisco, a member of the Army Reserve, has been called for a year's active duty as first lieutenant in the Thirtieth Infantry.

BILL KARN, formerly of WFAA, Dallas, and WLW, Cincinnati, has been appointed radio director of the Dallas office of Grant Adv.

WILLIAM ROUSSEAU, radio producer of Young & Rubicam, New York, is the father of a baby born March 17. Mr. Rousseau produces *Home of the Brave* on CBS.

WILLIAM GAY, CBS Hollywood chief announcer, has resigned that post to become assistant to William Moore, Hollywood production supervisor and manager of William Esty & Co.

Forum Service

THEODORE GRANIK, director of the MBS *American Forum of the Air*, and Maurice Dreicer, commentator of WINS, New York, have formed Forum Service Inc., with headquarters in New York and designed to aid business and educational groups in conducting forums. Out-of-town clients will be serviced by field representatives.

Douglas Lund Reburn

DOUGLAS LUND REBURN, 38, widely-known in financial and advertising circles in Canada, vice-president and Toronto manager of Stevenson & Scott advertising agency, died March 14 after a brief illness. Born and educated in Toronto, he joined the Financial Adv. Co. of Canada at Toronto on graduating from Upper Canada College, and in 1938 joined the new firm of Stevenson & Scott. He is survived by his widow, a son, his parents and a sister.

DOROTHY THOMPSON and Wythe Williams, MBS news commentators, are featured in the first of series of Columbia Pictures movie shorts titled "International Forum." Wythe Williams acts as chairman of the group, which also includes Linton Wells and William L. Shirer, CBS news analysts.

Fitzgerald Now V.-P.

APPOINTMENT of Edward J. Fitzgerald as vice-president in charge of radio has been announced by Erwin, Wasey & Co., New York. Mr. Fitzgerald joined the firm in 1939 as director of radio, and prior to that had many years of experience in all phases of radio, serving as director of the NAB Bureau of Copyrights in 1937-8.

Mr. Fitzgerald

Wagner Joins Agency

I. J. WAGNER, for 2½ years radio copy chief and producer of Schwimmer & Scott, Chicago agency, on March 17 joined the radio department of Arthur Meyerhoff Co., same city. For 18 years preceding his affiliation with Schwimmer & Scott, Mr. Wagner did free-lance writing, one-time heading an organization under his own name.

Mr. Wagner

AFA Convention Plans

THEME of the 37th annual convention of the Advertising Federation of America, to be held May 25-29 at the Hotel Statler, Boston, has been announced as "Advertising-Its Service to Democracy Today" by Clarence Francis, president of General Foods Corp., and honorary chairman of the convention program committee. Nationally known speakers will discuss the place of advertising in the nation's defense in general sessions, while specialized problems will be presented at departmental sessions. These will include radio sessions, but no details as to speakers and objects have been released.

Kamman Joins NBC

BRUCE KAMMAN, producer of the *Uncle Ezra* program on NBC-Red, has joined the New York production staff of NBC, as announced by Wilfred S. Roberts, manager of NBC production division. A pioneer in radio, Mr. Kamman was a member of the original Roxy gang in 1924, and later on produced *Kaltenmeyer's Kindergarten*, in the role of Professor Kaltenmeyer. In 1930, he joined the NBC production staff in Chicago, producing *Fibber McGee & Molly*, *Phil Baker* program, *Carnation Contented Hour*.

Grombach-Chilean Suit Settled

SUIT brought last December by Grombach Productions, New York, against Chilean Nitrate Sales Corp., in connection with the transcribed series *Uncle Natchel*, has been settled following trial in New York Supreme Court, although terms of the settlement have not been released by either company. Chilean Nitrate sought to restrain Grombach from bringing suit against the 18 stations broadcasting the series, claiming ownership of the program, and this year giving the contract for the series to Transamerican Broadcasting & Television Corp. Grombach, in turn, claimed property rights to the program [BROADCASTING, Jan. 1]

Around the Clock

IN HONOR of the completion March 16 of nine years of broadcasting, Paul F. Harron and Joseph Lang, owners of WHOM, Jersey City, that night placed the station on a continuous operating schedule which will keep it on the air 24 hours a day, seven days a week, if the experiment proves a success. Formerly WHOM broadcast continually for seven days and six nights but did not stay on all night Sunday. Messrs. Lang and Harron also operate WIBG, Philadelphia.

NORMAN MacKAY, of WQAM, Miami, chairman, announces a fifth district NAB sales managers meeting in Jacksonville, Fla., April 26.

Dramatized Court Cases Heard in 9 Ohio Cities

TRANSCRIPTIONS of the popular series of dramatized court cases, *Liberty Under Law*, presented for the past year on WBNS, Columbus, O., have been utilized to expand the programs to eight other Ohio cities. Participating stations include: WIZE, Springfield; WLOK, Lima; WPAY, Portsmouth; WING, Dayton; WSPD, Toledo; WMRN, Marion; and stations to be named in Cincinnati and Youngstown.

Subject material for the dramas is drawn from actual court records and produced by the developmental department of WBNS in cooperation with members of the Columbus Bar. Scripts are designed to explain laws of the United States and those of Ohio from the layman's point of view. Irwin Johnson supervises production.

SELLING ANY BROADLOOM IN RUGLESS (Ky.)?

If your sales of broadloom, brake bands, brooms or what-have-you aren't exactly zooming in Rugless (Ky.), don't give it a thought! Rugless, like so many tiny Kentucky towns, just lacks what it takes to send sales soaring. In fact, the only *big* concentration of buying power in the State is right here in Louisville—a veritable Boom Town today, with defense payrolls *alone* totalling better than an *extra* $5,000,000 a month! WAVE—the only N. B. C. Basic Red Network station within 100 miles—covers the Louisville area *completely*, at low cost! Need we say more?

LOUISVILLE'S WAVE

INCORPORATED

5000 WATTS

940 K. C.

N. B. C.

FREE & PETERS, INC., NAT'L REPRESENTATIVES

• *To Serve Well* •
The Broadcasting Engineer

The Quality of CREI Training is the Result of Specializing in ONE Course: *Practical Radio Engineering*

Bound within 15 sturdy covers are 120 lessons—more than 3000 pages—over 900,000 words—representing the CREI home study course in Practical Radio Engineering. Since 1927, page has been added to page with the resulting well-balanced course of study that has been doubled in length in the past few years.

In the entire 14 years since CREI was founded, all thinking, all resources, have been bent to one purpose: to present a superior, practical course of training in Radio Engineering unapproached by any other school.

The remarkable achievements made by CREI students and graduates throughout the Broadcasting commercial radio field are convincing testimony that our efforts, properly confined to perfecting this one important course of advanced technical training, have been the sources of inspiration and advancement to more than 5000 Radiomen.

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

Free Use of FM Is Granted To Army by Maj. Armstrong

Noted Inventor Ignores Chance to Make Large Sum And Receives Thanks from Secretary Stimson

FREE USE of his basic FM patents for national defense purposes during the present emergency has been given the Army by Major Edwin H. Armstrong, noted inventor, and on March 18 announcement of acceptance was made by Secretary of War Henry L. Stimson.

Maj. Armstrong

Major Armstrong, the Department said, turned aside an opportunity to make a "considerable sum of money" under the defense program by giving the Army full rights to his patents for "static-free" radio. The Department promptly disclosed it will take full advantage of the offer, which it said was particularly timely. The Army now is procuring a large number of FM sets similar to the commercial police radio type for the armored forces and for other units. Moreover, the Army now is developing three new radio sets for use of the armored forces, in which it is proposed to incorporate FM.

Patriotism Praised

In accepting the offer, on a dollar-a-year royalty basis, and covering 17 patents on FM bearing the Armstrong name, Secretary Stimson thanked the inventor for his generous action and declared he was sure that "the patriotic example afforded by such a distinguished inventor as yourself will be warmly appreciated by the country".

Major Armstrong, who is professor of electrical engineering at Columbia University, informed the Department he will grant to any manufacturing company designated a license under his patents to manufacture FM equipment. The offer is good "for so long as the present national and international emergency shall exist".

Prior to acceptance of the offer, Major Armstrong had informed the War Department that he anticipated the income from royalties on his patents in the commercial field would be sufficient to continue operation of his laboratory, without seeking profit from Army business. In his laboratory Major Armstrong is conducting research, in cooperation with the Signal Corps, for application of FM to military radio equipment.

An important part of this work was said to be aimed at reducing the number of quartz crystals required for frequency control. The kind of crystal needed, mined in Brazil, is classified as a strategic mineral, and any factor that reduces the amount required will ease the procurement problem.

The Army's interest in FM began in 1938 because of the claim that the method provided high fidelity even under conditions of strong static and other electrical disturbances. Since first witnessing a demonstration of the Armstrong system at the General Electric plant in Schenectady, the Army has been seeking to apply FM to new field radio equipment. Among results are the adoption of one type and continuing experimental work on three sets for the armored forces.

Special Types

The Army's goal has been to produce FM equipment that would be specific for certain types of organizations in whose radio communications interference would be critical.

This, rather than general application, has been sought and the Army makes the reservation that tests under field conditions alone can make it possible to determine whether FM is the answer to all military radio requirements.

The Department said that the "superlative clarity" of FM radio communications is the latest of a series of revolutionary achievements by Major Armstrong. He produced the first of these as a captain in the Signal Corps, while working with the Signal Corps American Expeditionary Force in Paris, during the World War. This was the superheterodyne receiver, perfected three months before the Armistice. As a captain and later as a major, the inventor had charge in France of the technical phase of aircraft.

FCC Regulations For FM Lightened

Special Operation to Be Allowed in Certain Cases

FURTHER liberalization of FM rules, to permit holders of experimental FM licenses to operate commercially pending installation of regular facilities covering the prescribed uniform trade area, was announced last Wednesday by the FCC.

Under the revised authorization, stations now serving only a portion of the specified trade area with experimental facilities, upon proper showing, will be authorized to operate commercially rather than experimentally.

Supplements Ruling

The action supplements the FCC's ruling of last Feb. 26 likewise designed to expedite commercial FM operation. The new ruling specifies:

"A person holding a construction permit for a commercial high frequency broadcast station may be permitted to operate on a temporary basis with equipment delivering a less effective signal than that required to render service to the entire area specified under the rules applicable to such station, provided, the applicant demonstrates that he has made a bona fide effort to comply with the terms of his construction permit. Such showing must include photostatic copy of acknowledgment of order for transmitter and promised delivery date."

KFOR Gets Boost

KFOR, Lincoln, Neb., on March 18 was granted a construction permit by the FCC to increase its power from 100 watts night, 250 watts day, to 250 watts fulltime on 1210 kc. It also was authorized to make changes in its equipment and change location.

REL
FM's PIONEER MANUFACTURER
IS EXPERIENCE WORTH MONEY?
You get our five years of FM experience free when you buy an REL-FM transmitter. No OTHER company has this experience to give added value to your equipment.
REL EQUIPMENT IS "SURE FIRE"
You take no chances when you buy REL because REL transmitters of all sizes up to 50 kw have been built and are operating reliably.
Going on the air soon with FM? Then buy REL and go to it!
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

In the CONTROL ROOM

RICHARD HAYSEL, CBS Hollywood engineer and Army reserve officer, has been called to duty as first lieutenant of infantry and is stationed at Fort Ord., Cal.

CLIFF CORBET, engineering supervisor of WNEW, New York, on March 29 will marry Margaret Gabriel, of the WNEW sales department.

JACK SEIGEL, former chief engineer of WLPM, Suffolk, Va., has joined WCNC, Elizabeth City, N. C.

RALPH BARNETT, engineer of WEW, St. Louis, is the father of a girl born recently.

HAROLD HAUGHAWOUT, technician of KTAR, Phoenix, has been named superintendent of the station's new 5,000-watt transmitter.

ROY SLUHAN, engineer of WHK-WCLE, Cleveland, is the father of a girl, Pamela Kay. Mrs. Sluhan is the former Virginia Coats of the station's secretarial staff.

HAROLD FULLER has been added to the engineering staff of WALA, Mobile, Ala.

ALVIN BELL, engineer of WALA, Mobile, Ala., was inducted into the Army as a first lieutenant March 10, the same day he married Miss Gertrude Snyder of Mobile.

THURLOW A. GREENE, formerly of WSAY, Rochester, N. Y. and Stewart Herrick of Elmira, have been added to the engineering staff of WENY, Elmira.

CHARLES MELEDONES has joined the technical staff of WORL, Boston.

DeMotte H. Little

DeMOTTE H. (Dud) LITTLE, 35, supervisor of the WBBM, Chicago, transmitter, was instantly killed March 14 when he came in contact with a 4,000-volt circuit. The accident, which happened shortly after the station had signed off the air for the night, was reported by George A. Ralston, transmitter operator, the only other man on duty at the time. Ralston said Little was preparing to cut over a new set of circuit breakers in the southeast wing of the transmitter building. No indication was apparent as to how the accident actually happened or its cause. Inquest reported merely "accidental death". Mr. Little was the oldest transmitter employe in point of service on the WBBM staff. He is survived by his widow and two children, Patsy Jane, 8, and DeMotte Jr., five weeks.

Interference Discussion

RADIO INTERFERENCE is the subject to be discussed at a conference to be held May 10 at the University of Illinois, Urbana. Purpose is to inform radio servicemen, amateurs and engineers of the sources of radio interference and their correction. Topics to be discussed by outstanding authorities include: Generation of combination frequencies in a non-linear element; diathermy interference; receiver design to minimize strong signal interference; panel discussion on interference between radio amateurs and the broadcast listeners; the adjustment of transmitters to reduce spurious emissions; reduction of appliance interference and kindred topics.

Really the First

MAKING good its claim of operating the first commercial FM station on a regular broadcast schedule, WSM, Nashville, has received verification of the claim from the FCC for its new FM adjunct, W47NV, which on March 1 started a 70-hour weekly operating schedule [BROADCASTING, March 10]. The station, with 20 kw. power on 44.7 mc., broadcasts from 1 to 11 p.m. weekdays and 11 a.m. to 9 p.m. Sundays.

RCA MFG. Co., Camden, N. J., has announced sale of transmitters to the following: WISH, Indianapolis, 5-DX; KUJ, Walla Walla, Wash., 1-K; WISN, Milwaukee, 5-DX; WIBC, Indianapolis, 5-DX; WWNY, Watertown, N. Y., 1-K; WFEA, Manchester, N. H., 5-DX.

When Lightning Struck

NEARLY completed $100,000 television studios being erected atop Mt. Lee, Hollywood, to house W6XAO, received a unique initiation during the recent rainstorm. A bolt of lightning struck the 300-foot steel antenna beacon and sizzled down the conduits where it was grounded by the blanket of 1 oz. copper sheeting covering the building. Charge caused a shower of blue flame around the structure in which Harry R. Lubcke, Don Lee television director, and seven research engineers were working with metal tools. No damage was done. A lightning arrester will be erected just in case lightning does strike twice.

NOW AVAILABLE to radio technicians is the 1941 general catalog issued by Aerovox Corp., New Bedford, Mass., with illustrations and listings in concentrated or tabloid form. The catalog covers the general line of electrolytic, paper, oil, exact-duplicate replacements, transmitting and other condensers, together with such Aerovox instruments as the L-C checker, Capacity-Resistance Bridge and Motor-Starting Capacitor Selector.

IBEW Contract Signed By KMTR, Hollywood

AFTER several months of negotiation, KMTR, Hollywood, in mid-March signed a 100% union shop contract with Local 40, IBEW. Contract calls for standard union wage scales for all technicians, two-week vacation, sick leave and other improved working conditions. Union recently filed charges of unfair labor practices against that station and KGFJ, Los Angeles, with the National Labor Relations Board and Wage & Hour Division, Department of Labor. With dismissal of a temporary restraining injunction filed in Los Angeles Superior Court by KGFJ against Local 40 in an effort to prevent letters being circulated to advertisers and agencies advising them of alleged unfair practices, negotiations have been resumed between that station and the union. From all indications an agreement will be signed by the end of March, it was said.

LOWER COST
WINCHARGER
NEW GUYED
VERTICAL RADIATOR
Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section — designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for complete quotation on towers, lighting equipment, anchors, base, and erection costs.
APPROXIMATE COSTS
Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:
200 FT. TOWER $725.00
240 FT. TOWER $1720.00
300 FT. TOWER $2160.00
400 FT. TOWER $4175.00
WINCHARGER CORPORATION
SIOUX CITY IOWA
WRITE FOR COMPLETE DETAILS AND QUOTATIONS

William Spier Is Named To CBS Script Position

WILLIAM SPIER, former producer-director in the radio department of BBDO, New York, has been appointed director of the CBS script department, effective March 31, filling the vacancy left by the resignation of Max Wylie to join Blackett-Sample-Hummert, Chicago, as radio director.

Mr. Spier

Mr. Spier, a composer and pianist, was chief critic of *Musical America* magazine before joining BBDO where he has produced such programs as the *Atwater Kent Radio Hour*, General Motors *Family Party*, *Bond Bakers*, Socony-Vacuum, Niagara Hudson, *Schlitz Spotlight*, Ethyl Gasoline's *Tune-Up Time*. Recently he has been producing consultant on the DuPont *Cavalcade of America* program. He also acted as writer, director and producer of the NBC *March of Time* series, and has been instrumental in developing such stars as Orson Welles, Nancy Kelly, the Mauch Twins, Billy Halop and the late Walter Connolly.

WYLLIS COOPER, radio writer and formerly continuity editor of NBC, Chicago, has joined Grant Adv., Chicago, as supervisor of *What's Your Idea*, sponsored on NBC-Red by Mars Inc., Chicago.

IT'S BIG!
The MAGIC CIRCLE
SOON—
5000 richly laden watts to serve the Magic Circle—richest and most populous in all the Southeast!
Columbia Broadcasting System affiliate
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

ASCAP Proposals Soon

(Continued from page 13)

to predict the course which the ASCAP-NAB conversations will take or even to guess at a date on which a return of ASCAP music to the air generally might be expected.

NAB spokesmen refused to discuss these aspects at all and pointed out that the committee is purely an advisory body, with no power or authority to carry on negotiations for any station or network. Its duties are merely to aid ASCAP in drawing up a new licensing plan which will offer music on a per-program as well as on a blanket license basis, as called for by the Society's consent decree.

Such cooperation from broadcasters signifies a willingness to work with the Society toward eventual settlement of the differences which led to the break last Jan. 1. If the committees work together in the formulation of a plan for ASCAP to submit to the individual broadcasters, then the latter will not again have the justifiable complaint of a year ago that ASCAP had made its demands without consulting the broadcasting industry.

Other Topics

Announcement of the committee was the only official word from the NAB board regarding its two-day session, Monday and Tuesday, March 17-18. It is understood, however, that while most of the time was devoted to discussing the music situation in all its aspects, the board also took up such other industry affairs as plans for the NAB convention to be held the week of May 12 in St. Louis, the NAB Code, the aluminum shortage and its potential affects on the transcription supply, standard order forms by agencies in order time, and similar matters.

Edgar Bill, WMBD, Peoria, chairman of the code committee, and Ed Kirby, formerly secretary of the committee before taking leave of absence from his NAB duties to join the Army as liaison officer between the Army and the broadcasting industry, attended the board meeting to leading the discussion of the code, especially in regard to its commercial section. The board thought that the educational campaign on this section previously carried on among stations and advertising agencies should be continued.

In the discussion of the aluminum situation the general opinion of board members was that while the industry should do whatever it can to protect itself against a loss of recordings, the defense of the country comes first and no steps should be taken which would to the slightest degree interfere with national defense.

Attending the NAB board meeting were: Messrs. Miller, Morency, Craig, West, Gillin, Hollister, Hough, Ethridge, Klauber, Elmer; Clifford M. Chafey, WEEU-WRAW, Reading; W. Walter Tison, WFLA, Tampa; J. H. Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; Earl H. Gammons, WCCO, Minneapolis; O. L. Taylor, KGNC, Amarillo; Eugene O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harrison Holliway, KFI-KECA, Los Angeles; C. W. Myers, KOIN - KALE, Portland, Ore.; George Norton, WAVE, Louisville; Don Searle, KOIL, Omaha; Harry R. Spence, KXRO, Aberdeen; Fred Weber, MBS; Frank Russell, NBC; with C. E. Arney and Russell Place of the NAB staff also present. Only directors absent were Clarence Wheeler, WHEC, Rochester, N. Y., and John A. Kennedy, WCHS, Charleston, W. Va.

The Independent Radio Network Affiliates also held a board meeting on Wednesday to discuss the music situation as it affects their special interests, but Samuel R. Rosenbaum, chairman, said there was nothing to report following the session.

MILWAUKEE PREFERRED
Waters Preference for Damm Led to Selection

THE INSIDE story on the Government's selection of Milwaukee as the locale for the criminal suit (449-Q) instituted by the Department of Justice against ASCAP, was revealed March 13 by Victor O. Waters, special assistant to the Attorney General in charge of the litigation, following disposition of the case by the Federal District Court in Milwaukee by Judge Duffy, with the levying of $35,250 in fines against ASCAP, its officers, 23 directors and 19 publishers.

Mr. Waters, in an informal discussion, disclosed that Walter J. Damm, managing director of WTMJ, would have been the Government's "star witness" if the case had gone to trial.

"Mr. Damm has considerable important information about ASCAP activities here", Mr. Waters said. "That is the reason the Department filed its information against ASCAP in the Milwaukee Federal court. Now that the case is coming to an end, I might just as well tell you why we filed the ASCAP suit here. It is because our 'star witness', Walter J. Damm, is a Milwaukeean. He is an honest and capable man". Mr. Waters praised the operations of WTMJ, asserting the Department had the highest regard for the station and its management.

NAPA May Appeal

SUIT of the National Association of Performing Artists against Renaissance Ballroom, Harlem, New York, for $50,000 damages and injunction to restrain use of phonograph records without permission is expected to be taken to the Appellate Division of the New York Supreme Court. Justice Aron Steuer last Thursday dismissed the NAPA suit, but handed down no opinion.

Hagedorn Joins NBC; Yandell Is Transferred

HORACE HAGEDORN, formerly general manager of the New York office of Howard H. Wilson Co., on March 24 joins NBC's national spot and local sales promotion department. George W. Wallace, who joined the department in January, continues as assistant to William C. Roux, national spot and local sales promotion manager.

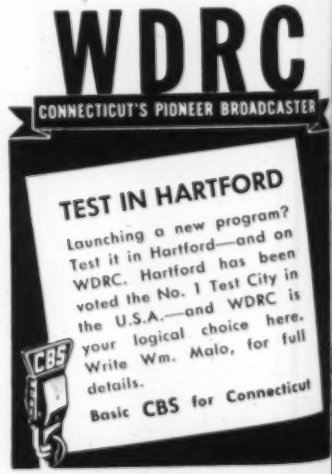
Lunsford P. Yandell, executive manager of NBC's international commercial broadcasting division, has been transferred to NBC-Blue sales to assist Edgar Kobak, vice-president in charge of that division, on special assignments. John Royal, vice-president in charge of international relations, will assume Mr. Yandell's duties, managing the network's shortwave commercial programs in addition to his present position.

Gen. Baking Series

GENERAL BAKING Co., New York (Bond Bread), on March 25 will start a half-hour quiz program twice-weekly in three New England markets. Program will be handled by Gene & Glenn comedy team, and Hartford, and Thursdays on WBZ-WBZA, Boston - Springfield. According to present plans, each program will originate from a theatre in one of the three cities. Newell-Emmett Co., New York, is agency. The company renewed on March 5 through Ivey & Ellington, Philadelphia, a daily quarter-hour morning program, *The Breakfast Gang* on WFIL, Philadelphia, and 16 stations of the Quaker network that extend as far south as Norfolk, Va.

Old Gold Dance Fete

P. LORILLARD Co., New York, is starting an Old Gold-Benny Goodman Dance Contest in connection with *What's New*, a weekly half hour of swing music by Benny Goodman's orchestra heard weekly on WJZ, New York, for Old Gold cigarettes. The contest will be conducted in New York area ballrooms of which 110 to date are entered. Entrants must have a package of Old Golds when they enter the contest. Plans are also under way for the leasing of Manhattan Center with a capacity of 3,000 couples for dancing before and during the program each week to Benny Goodman's orchestra.


WDRC
CONNECTICUT'S PIONEER BROADCASTER
TEST IN HARTFORD
Launching a new program? Test it in Hartford—and on WDRC. Hartford has been voted the No. 1 Test City in the U.S.A.—and WDRC is your logical choice here. Write Wm. Malo, for full details.
Basic CBS for Connecticut
CBS

Network Accounts

All time EST unless otherwise indicated.

New Business

AXTON-FISHER TOBACCO Co., Louisville (20 Grand cigarettes), on June 2 starts for 26 weeks an untitled program on 6 Pacific Coast Don Lee stations (KHJ KFRC KGB KALE KOL KMO), Mon., Wed., 7:15-7:30 p.m. (PST). Agency: McCann-Erickson, Chicago.

SEIBERLING RUBBER Co., Akron (tires), on April 14 starts for 13 weeks *Hillbilly Show* with Stu Wilson, mc., on 16 California Don Lee stations, Mon., Wed., 7:15-7:30 a.m., (PST). Agency: Meldrum & Fewsmith, Cleveland.

PONTIAC DEALERS of SOUTHERN CALIFORNIA, Los Angeles, on March 4 started *What's the Latest?* on 2 California Don Lee stations (KHJ KDB), Mon. thru Fri., 9:15-9:30 p.m. (PST); Fulton Lewis Jr., commentator, on 6 Don Lee stations (KGB KXO KVOE KPMC KVEC KFXM) Mon. thru Fri., 6:15-6:30 p.m. (PST). Agency: Campbell-Ewald Co., Los Angeles.

CATELLI FOOD PRODUCTS, Montreal, on March 14 started *Young Canada on Parade*. Fri., 7:30-8 p.m. (EDST), on CKOC, Hamilton, Ont.; CKCL, Toronto; CKPC, Brantford, Ont.; CKTB, St. Catherines, Ont. Agency: E. W. Reynolds & Co., Toronto.

GENERAL FOODS Corp., New York (Post's 40% Bran Flakes), on March 10 started for 26 weeks *As the Twig is Bent*, transcribed serial, on 31 Pacific Don Lee stations, Mon. thru Fri., 2:15-2:30 p.m. (PST). Agency: Benton & Bowles, N. Y.

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes), on June 2 starts *Danger Is My Business* on 15 MBS stations, Mon. & Wed., 10:15-10:30 p.m. Agency: Weiss & Geller, N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on March 24 starts *Newsroom of the Air* on 17 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p.m. On April 1, 9 stations will be added, bringing the total to 26. Agency: Wade Adv. Agency, Chicago.

JOHNSON & JOHNSON, New Brunswicks, N. J. (Band-Aid), on April 5 starts *Voice of Broadway* on 58 stations, Sat., 11:30-11:45 a.m., repeat, 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike), on May 6 starts a repeat broadcast of *Information Please* (original is broadcast on NBC-Red. Fri., 8:30-9 p.m.) on NBC's Pacific Coast Blue Network via transcription, Tues., 7:30-8 p.m. (PST). Agency: Lord & Thomas, N. Y.

GENERAL MILLS, Minneapolis (Gold Medal Flour), on March 24 starts *Hymns of All Churches* on 33 CBS stations, Mon., Tues., Thurs., 9:45-10 a.m. (repeat, 11:45-noon) and *Betty Crocker* on the same network at the same time, Wed., Fri. On April 28 the repeat broadcast shifts to 5:15-5:30 EDST and at the same time two stations (KLZ, KVOR) will be added. Agency: Blackett-Sample-Hummert.

GENERAL PETROLEUM Co., Los Angeles (Mobil gas, oil), on April 27 starts for 36 weeks *I Was There* on 7 CBS West Coast stations (KNX KARM KSFO KOIN KIRO KVI KFPY KOY KTUC), Sun., 9-9:30 p.m. (PST). Agency: Smith & Drum, Los Angeles.

BARBASOL Co., Indianapolis (shaving cream), on April 6 starts for 52 weeks, *Gabriel Heatter*, commentator, on 3 California Don Lee stations (KHJ KFRC KGB), Sun., 6-6:15 p.m. (PST). Agency: Erwin, Wasey & Co., N. Y.

The Other Fellows' VIEWPOINT

More Merchandising

EDITOR, BROADCASTING:

Would you mind awfully if we put on the boxing gloves—thick ones, of course—and generally sparred around for a couple of rounds regarding merchandising and your editorial in the Feb. 17 issue of your worthy publication? I happen to be one of those individuals who used newspapers as a stepping stone to radio and I have been asscociated with no other department than that which you dub "merchandising".

I rather resent the fact that you refer to merchandising as "something for nothing". In the first place, "something for nothing" is usually evaluated as being equal to the cost spent for it. We feel, and quite sincerely, that advertisers do get some benefit from the merchandising services we have to offer. We admit that they have much more to gain from our promotion services, but the two are locked, hand in glove.

I do not believe that there are very many advertisers or advertising agencies who feel that they do not pay for any merchandising rendered by a radio station, newspaper, or any other media. Merchandising and promotion are definite costs on every media's ledger sheets. In making up the rate card, every cost is included since rates are supposed to cover all phases of cooperation and every expense that arises. It is, therefore, quite obvious that merchandising costs are part of the rate card although they do not carry a separate charge.

In Radio It's Different

We are not copying the newspaper merchandising pattern. It is impossible for a radio station to follow that pattern to any great degree. There is one prime reason for this impossibility; that is, you can show a dealer a newspaper campaign and leave tear sheets or proofs with him so that he can use it with direct tie-in displays. In radio, the operation is entirely verbal.

We have no quarrel to pick with BROADCASTING Magazine. BROADCASTING is correct, generally speaking, in its attitude toward merchandising. The only difficulty stands in the difference of attitudes. Your publication assumes that the radio station gives—gives all, but gains nothing. From our attitude, we give and gain in like measure. I am certain that if you stop to consider the matter fully, you would see that we are correct in the position we take.

I don't know what you think of this idea, but we do feel that since radio station "merchandising" is becoming the target of so much comment and discussion, it might be well for BROADCASTING Magazine to again take the lead and start a forum in which to thrash out this problem for the enlightenment of the advertisers, their agencies and even the broadcasters themselves.

Before anything can be condemned or regulated, let's have an understanding of the basic problems.

ROBERT GREENBERG,
Promotion Manager.
March 14. WHK-WCLE, Cleveland.

Mr. Grant's Status

EDITOR, BROADCASTING:

Will you kindly give me space to correct an error that occurred in your issue of March 10, 1941.

In connection with an illustrated article on a conference between the owner and managers of stations KHSL, KVCV and KYOS, it was stated that the group named Wm. S. Grant, manager of KMYC, Marysville, as representative to handle regional and national advertising. This is incorrect. Mr. Grant formerly represented KMYC in regional advertising, but has had no other connection with the station at any time. The manager of KMYC is Walter Conway, who has held that position since the station was established last September.

The error evidently occurred because there formerly was a relation in ownership between KMYC, KHSL and KVCV. Hugh McClung, up to November, was interested in KMYC and the writer was a part owner in KHSL and KVCV. Since November, the ownership has been entirely separate.

HORACE E. THOMAS,
President,
Marysville-Yuba City
March 17. Broadcasters, Inc.

STANDARD PROGRAM Library Service announces the following new stations subscribing to its transcription library: WNBZ, Saranac Lake, N. Y.; KELD, El Dorado, Ark.; KARK, Little Rock; KINY, Juneau, Alaska; WGL, Fort Wayne, Ind.

Renewal Accounts

QUAKER OATS Co., Chicago, (cereals), continues to April 25, *Girl Alone* on 41 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. (CST). Agency: Ruthrauff & Ryan, Chicago.

COMMERCIAL CREDIT Co., Baltimore, on March 24 renews for 52 weeks *Bob Trout & the News* on 64 CBS stations, Mon., Wed., Fri., 6:10-6:15 p.m. (repeats, 11-11:05 p.m., 11:55 p.m.-12 midnight, and Sat. to West Coast 10:30-10:35 p.m.). Agency: O'Dea, Sheldon & Canaday, N. Y.

WM. WRIGLEY Jr. Co., Toronto (gum), on March 26 renews *Treasure Trail* in French on CKAC, Montreal; CHRC, Quebec, Wed. 8:30-9 p.m. (EDST); on April 8 renews *Treasure Trail* on CFRB, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa; CFCF, Montreal, Tues., 9:30-10 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

Network Changes

MARS Inc., Chicago (Milky Way candy bars), on April 14 shifts *Dr. I. Q.* from Seattle to Washington, D. C., for six weeks on 97 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv. Agency, Chicago.

LIGGETT & MYERS Co., New York (Chesterfields), on March 25 shifts *Moonlight Serenade* to Hollywood on 97 CBS stations, Tues., Wed., Thurs., 10-10:15 p.m. Agency: Newell-Emmett Co., N. Y.

Nightly WCKY 50,000 WATTS CBS PROGRAMS

CHNS
HALIFAX, NOVA SCOTIA
ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA
U. S. Representatives
JOS. WEED & CO.
350 Madison Ave.
New York

INS
Holt Gewinner, News Editor, WMAZ, Macon, thinks real human interest news important "in this topsy-turvy era" and says "I think INS service is swell."
INTERNATIONAL NEWS SERVICE

Get on WJHP's new highway to Jacksonville's buyways!
NBC BLUE
WJHP
JACKSONVILLE FLORIDA
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFIL, Philadelphia

Lydia E. Pinkham Medicine Co., Lynn, Mass., 20 *ta* weekly, thru Erwin Wasey & Co., N. Y.
Popular Science Monthly, New York (magazine), 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Pepsi-Cola Co., Long Island City, N. Y. (soft drink), 21 *ta* weekly, thru Newell-Emmett Co., N. Y.
Otto Erlanger Brewing Co., Philadelphia (beer), 3 *sa* weekly, thru J. M. Korn & Co., Philadelphia.
Wilbur Suchard Chocolate Co., Lititz, Pa. (cocoa), 5 *sp* weekly, thru Gray & Rogers, Philadelphia.
Stephano Brothers, Philadelphia (Marvel cigarettes), *sa* weekly, thru Aitkin-Kynett, Philadelphia.
Edgar F. Hurff Co., Swedesboro, N. J. (canned soups), 3 *ta* weekly, thru John Faulkner Arndt, Philadelphia.
Frank H. Fleer Corp., Philadelphia (chewing gum), 5 *t* weekly, thru N. W. Ayer, Philadelphia.
Sheaffer Pen Co., Ft. Madison, Ia. (pens), 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Gardner Nursery Co., Osage, Ia. (seeds), thru Northwest Radio Adv. Co., Seattle.
Mason, Au & Maggenheimer, New York (Black Cross gum drops), 6 *sa* weekly, thru Applied Merchandising, N. Y.
William H. Wise Co., New York (books), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.
Vick Chemical Co., New York (Vick's Inhaler), 10 *sa* weekly, thru Morse International, N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (George Washington tobacco), 5 *sa* weekly, thru William Esty, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 4 *sa* weekly, thru Compton Adv., N. Y.
Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
John Morrell & Co., Ottumwa, Ia. (E Z Cut Ham), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Marlin Fire Arms Co., New Haven, Conn. (razor blades), 13 *sa* and *ta* weekly, thru Craven & Hedrick, N. Y.
Allcock Mfg. Co., Ossining, N. Y. (porous plaster), 3 *ta* weekly, thru Small & Seiffer, N. Y.

KGNO, Dodge City, Kan.

Oyster Shell Products Co., New Rochelle, N. Y., *t* weekly, thru Husband & Thomas, N. Y.
Standard Oil Co. of Indiana, Chicago, 6 *t* weekly, thru McCann-Erickson, Chicago.
Zerbst Pharmacal Co., St. Louis, 6 *sa* weekly, thru Barrons Adv. Co., Kansas City.
Purina Mills, St. Louis, 6 *ta* weekly, direct.

WFHR, Wisconsin Rapids, Wis.

Ralston Purina Co., St. Louis (Purina Feeds), 12 *ta* weekly, direct.
Princess Pat Ltd., Chicago (Lip Tone), 6 *sa* weekly, thru Frank R. Steel Assoc., Chicago.
Poultry Tribune, Mount Morris, Ill. (magazine), 6 *sa* weekly, thru Albert Kircher Co., Chicago.

WNAC-WAAB, Boston

General Foods Sales Co., New York, 5 *t* weekly, thru Benton & Bowles, N. Y.
Wm. Wrigley Jr. Co., Chicago, 1248 *ta*, thru Arthur Myerhoff Co., Chicago.
T. M. Sayman Products Co., St. Louis, 117 *sp*, thru Kelly, Stuhlman & Zahrndt, St. Louis.

CKY, Winnipeg, Man.

Pepsi-Cola Co., Montreal (soft drink), 6 *ta* weekly, thru Norris-Patterson, Montreal.

KFI, Los Angeles

Armstrong Cork Co., Lancaster, Pa., 3 *sp* weekly, thru BBDO, N. Y.
Talbot Mfg. Co., Los Angeles (insecticides), 2 *sa* weekly, thru J. Russell Miller Co., Los Angeles.
Flamingo Sales Co., Los Angeles (nail polish), 3 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Union Pacific Railroad, Omaha, Neb. (transportation), *sa* weekly, thru The Caples Co., Los Angeles.
Chemicals Inc., San Francisco (Vano), 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Panama Pacific Lines, San Francisco (transportation), 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Safeway Stores, Oakland (grocery chain), 2 *ta* weekly, thru J. Walter Thompson Co., San Francisco.

KPO, San Francisco

Gardner Nursery Co., Osage, Ia. (plants), 6 partic. weekly, thru Northwest Radio Adv. Co., Seattle.
Gas Appliance Society of California, San Francisco (gas appliances), 19 *sa* and 5 *sp*, thru Jean Scott Frickelton, San Francisco.
General Foods Sales Co., New York (Grape Nuts wheat meal), 5 *sa* weekly, thru Young & Rubicam, N. Y.
Armand Co., Des Moines (Brisk shave cream), weekly *sa*, thru Russel M. Seeds Co., Chicago.
Packard Motor Car Co., Detroit, 12 *sa*, thru Young & Rubicam, N. Y.

WTMJ, Milwaukee

Beechnut Packing Co., Canojaharie, N. Y., *sa* series, thru Newell-Emmett Co., N. Y.
General Food Sales Co., New York (Post Toasties), daily *sp*, thru Benton & Bowles, N. Y.
Hilex Co., St. Paul (cleanser), 42 *sa*, thru McCord Co., Minneapolis.
John Morrell & Co., Ottumwa, Ia., 119 *sa*, thru Henri, Hurst & McDonald, Chicago.

WMAQ, Chicago

Life Savers Inc., Chester, N. Y. (candy mints), 4 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Absorene Mfg. Co., St. Louis (Absorene Wall Paper Cleaner), 5 *ta* weekly, 10 weeks, thru Ross-Gould Co., St. Louis.
Campbell Cereal Co., Minneapolis (Malto-Meal), 5 *ta* weekly, 14 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.

WCMI, Ashland, Ky.

Red Top Brewing Co., Cincinnati, 30 *sa*, thru Joseph Adv. Agency, Cincinnati.
Bonded Oil Co., Dayton, O., 150 *sa*, thru Hugo Wagenseil & Assoc., Dayton.
Anacin Co., New York (proprietary), 3 *t* weekly, thru Blackett-Sample-Hummert Inc.

WGN, Chicago

General Foods Sales Corp., New York (Post Toasties), 5 *t* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Trimount Clothing Co., Roxbury, Mass. (Clipper Craft Clothes), 3 *t* weekly, thru Emil Mogul Co., N. Y.

WOR, New York

General Mills, Minneapolis (Wheaties), baseball games, 26 weeks, thru Knox-Reeves Adv., Minneapolis.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), baseball games, 26 weeks, thru Wm. Esty & Co., N. Y.
California Prune & Apricot Growers Assn., San Jose, Cal., weekly *sp*, thru Long Adv. Service, San Jose, Cal.
Public Service Corp. of New Jersey, Newark, 2 *sp* weekly, direct.
Bronx County Trust Co., New York, 3 *sp* weekly, thru Callo-McNamara-Schoeneich, N. Y.
Life Savers Corp., Portchester, N. Y. (candy), 8 *sa* weekly, thru Young & Rubicam, N. Y.
Brown & Williamson Tobacco Corp., Louisville (Wings cigarettes), weekly *sp*, thru Russel M. Seeds Co., Chicago.
Rubsam & Horrman Brewing Co., Stapleton, Staten Island, N. Y. (R&H beer and ale), weekly *t*, thru S. C. Croot Co., N. Y.
Kerr Chickeries, Frenchtown, N. J., 2 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Adler Shoe Co., New York (men's shoes), 3 *sa* weekly, thru Consolidated Adv. Agency, N. Y.

KYW, Philadelphia

Cluett Peabody & Co., New York (sanforizing), 5 *sp* weekly, thru Young & Rubicam, N. Y.
Serutan Co., Jersey City (cough syrup), 6 *sp* weekly, thru Raymond Spector Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Ex-Lax Inc., Brooklyn (proprietary), 10 *ta* weekly, thru Joseph Katz, N. Y.
Lever Bros. Co., Cambridge, Mass. (Swan Soap), 2 *sa* weekly, thru Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge, Mass. (Silverdust), 6 *sa* weekly, for 52 weeks, thru BBDO, N. Y.
Joseph Tetley & Co., New York (tea), 3 *t* weekly, thru Maxon Inc., N. Y.

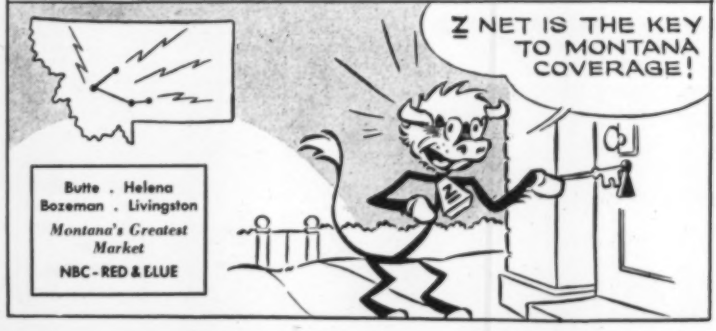
WICC, Bridgeport, Conn.

Church & Dwight, New York (soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
P. Ballantine & Sons, Newark (beer), 30 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Canada Dry Gingerale Co., New York (Spur), 260 *ta*, thru J. M. Mathes Inc., N. Y.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 260 *ta*, thru Street & Finney, N. Y.
Penick & Ford, New York (My-T-Fine), 5 *ta* weekly, thru BBDO, N. Y.

WRC-WMAL, Washington

Charles E. Hires Co., Philadelphia (root beer), 25 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.
International Salt Co., Scranton, 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 72 *ta* weekly, thru Joseph Katz Co., Baltimore.
Reader's Digest Assn., Pleasantville, N. Y. (both stations), daily *sa*, thru BBDO, N. Y.

Z NET SERVES MONTANA'S RICHEST MARKETS



BIG SPOT CAMPAIGN BEGUN BY GARDNER

USING THE LARGEST spot radio campaign in its history, Gardner Nursery Co., Osage, Ia. (plants) has contracted for time on 283 stations [BROADCASTING, March 3]. Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, agency handling the account, stated that 1,161 five-minute periods are being sponsored weekly by Gardner, featuring an assortment of shrubs, plants, small trees and seeds.

Although magazine space is also used, the major part of the nursery's appropriation goes to radio.

The complete list follows:

WRVA	WAPI	KFBK	WFDF
WPRO	WHDH	KTSA	WFEA
WGR	KHQ	KSRO	WFMJ
WBAL	KFRC	WIBG	WELI
WCBD	KSL	WDSM	WHN
WCPO	KGHL	XERA	WJJD
WNAX	KFYR	XEAC	WREC
WADC	KIRO	XELO	KSOO
WAAT	KOL	XENT	WHK
WMIN	KXOK	XEAW	WGBI
WCFL	KXA	XERB	KID
KMPC	WORL	XEON	KVOO
KFVD	WKST	XECL	KGNF
KFEL	KWJJ	KOA	WINS
WFIL	KGER	KPO	WBRC
WOR	WSNJ	KRLD	WIP
WIBC	KSUB	KROW	WWL
WWSW	WFMD	WRNL	KPRC
WHB	WTAX	KFJI	KTHS
WMMN	WCOP	WIBX	KMJ
WWVA	WNEW	WIND	WFBR
WHAS	WDEL	WHOM	KFRU
WAVE	WEST	WEAN	KCMO
WCAR	WORK	WHO	KOWH
WBIG	KRKR	WAAF	WTNJ
KLPM	KTRB	KTKC	WGBF
WEBC	KJBS	CKLW	WGES
WCOC	KGDM	KSAL	WHAI
WISE	WMRC	WAGA	WHBI
WICA	WTOC	KGGF	WHEB
WGAR	WFDC	KSCJ	WHIZ
WHIO	WIRE	KSUN	WIL
WING	WDSU	WOPI	WJHP
WJDX	WSMB	KUTA	WJIM
KORE	KWKH	WFPG	WJMS
KMED	WGAN	WGN	WKBH
KSLM	WCBM	KFXD	WKBW
KVAN	WSAR	KARK	WLAV
KGVO	WLAW	KDAL	WLBZ
WHBF	WSPR	KDB	WLLH
WDZ	WJBK	KDON	WMBC
WSVA	WKZO	KFRO	WMBG
KQW	KWNO	KGEZ	WNOX
KOH	WEBR	KGNC	WOCB
KPMC	WARD	KPAC	WORC
KUOA	WMCA	KRGV	WSAN
KVOR	WTOL	KRKD	WSAV
KFBB	WKBN	KROY	WSFA
WLW	KOMA	KRRV	WSIX
WTAG	WPEN	KTBC	WSOO
WDGY	WEEU	KTMS	WTRC
KOB	WFBC	KTUC	WFBM
KOY	KFDM	KVEC	KERN
WHJB	KITE	KVI	WSYR
WWRL	KGKO	KVOA	WPIC
WSLB	KDFN	KVOD	WKNE
KLX	KGGM	KVOE	WINX
WISN	KSFO	KVOS	WHP
WTAQ	WOL	KWG	WDOD
WMEX	WICC	KWOC	WCLE
WTBO	WDAE	KYAN	KROC
WDAS	KTFI	KYOS	KRMD
KSEI	WEAU	WAAB	KODL
WIS	WCOA	WAKR	KMO
KIT	WJAX	WALA	KIDO
KANS	WFLA	WBNX	KOVC
KYA	WRUF	WBNY	KMTR
KOAM	WMBR	WCAM	KVNU
WREN	KRE	WCHS	WGTM
WEBQ	WRJN	WCSC	KINY
KIEM	KARM	WEMP	

Nitrogin Spots

NITROGIN Co., Milwaukee (Nitrogin Inoculate) on March 24 and 31 started a six-week schedule of six-weekly one-minute spot announcements promoting its seed inoculant on WLS, Chicago, and WDZ, Tuscola, Ill. Western Advertising Agency, Racine, Wis., placed the business.

Receiving Set Campaign

CANADIAN MARCONI Co., Montreal (receivers), has started a spot announcement campaign on a number of Canadian stations. Account is placed through Cockfield Brown & Co., Montreal.

Radio Advertisers

ANDY LOTSHAW & Co., Chicago (Lotshaw's All-Purpose Body Rub), on April 15 starts sponsorship of Bob Elson's *Lead Off Man* program on WGN, Chicago. Program will be heard during the ten-minute period preceding all signal games, between double headers and 2:45-3 on days when no games are scheduled. Contract is for the entire baseball season. Agency is Arthur Meyerhoff & Co., Chicago. Royal Crown Bottling Co. of Chicago (Royal Crown Cola), on March 18 started a 26-week schedule of thrice-weekly five-minute transcribed programs featuring Howard & Shelton, comedy team, on WGN. Agency is BBDO, N. Y.

MADERA WINERIES & Distilling Co., Chicago (Mission Bell Wines), consistent user of local radio, in mid-February started sponsoring six-weekly half-hour participations in *Sports Edition* on WIND, Gary, Ind. Contract is for 52 weeks. In addition firm is currently sponsoring two quarter-hour recorded programs each Sunday on WIND, six-weekly quarter-hour recorded participations in *Make Believe Ballroom*, six-weekly quarter-hour live talent programs, seven-daily one-hundred word announcements on WCFL, Chicago, and seven-weekly one-hundred announcements on WJJD, Chicago. Agency is Schwimmer & Scott, Chicago.

JUNE DAIRY PRODUCTS Co., New York, has signed a 52-week contract for the five-minute juvenile serial *Sonny Tabor, the Arizona Ranger*, transcribed by Charles Michelson, New York, on WQAM, Miami. Agency is A. W. Lewin Co., Newark.

CONTINENTAL CLOTHING Co., Chicago, on April 7 starts sponsorship of Alan Hale's *Sports Review* on WJJD, Chicago. Contract is for the entire baseball season, using six-weekly quarter-hours. Agency is Schwimmer & Scott, Chicago.

L. O. GROTHE Ltd., Montreal (tobacco), on March 19 started a weekly quarter-hour test campaign on CKRN, Rouyn, Que. Account was placed by Canadian Adv. Agency, Montreal.

BORDEN Co., Toronto (Klim), on March 20 started spot announcements twice-weekly on CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.; CFCH, North Bay, Ont.; CFAR, Flin Flon, Man. Account was placed by Young & Rubicam, Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), on March 25 starts five weekly quarter hour transcribed musical programs on CFRB, Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

VI-TONE SALES, Hamilton, Ont. (health drink) about April 1 starts a series of spot announcements on a list of Canadian stations. Account is handled by Russell T. Kelley Ltd., Hamilton, Ont.

STEPHANO BROTHERS, Philadelphia (Marvel cigarettes), on April 14 starts sponsorship of six-weekly quarter-hour Flanagrams, featuring Pat Flanagan, Chicago baseball announcer. Contract is for entire baseball season. Agency is Aitkin-Kynett Co., Philadelphia.

NEWS BOOSTS SALES

Cunningham Chain Renews Big Series in Michigan

SIGNING UP for 123 news programs weekly—or 6,396 consecutive spots—Detroit's Cunningham Drug Stores Inc. reports that its renewal of its *News Ace* feature on five stations is "based wholly on substantial increases in sales volume". The series is believed by the sponsor to set an all-time record for program frequency in a local market within a year's time.

In the photograph is Nate S. Shapero, Cunningham president, signing the contract; at his right is C. B. Larsen, vice-president, and at his left is Lawrence J. Michelson, of Simons-Michelson Co., Detroit agency handling the account.

The *News Ace* programs are heard on WXYZ, CKLW, WWJ and WJBK, Detroit, and WCAR, Pontiac, and consists of a series of 5, 10 and 15-minute newscasts starting at 6:45 a.m. and heard 18 times daily on one or the other station. Due to the frequency of the program, it is called by the agency the most popular source of broadcast news in the Detroit market. [For complete story on Cunningham's radio success, see BROADCASTING, Oct. 15, 1940.]

UNION PACIFIC RAILROAD, Omaha, in a 52-week Southern California campaign which started in early March, is using three spot announcements daily on KFWB; three a week on KHJ; and one a week on KFI and KNX respectively. Agency is Caples Co., Los Angeles.

J. A. FOLGER & Co., San Francisco (coffee) recently started sponsorship of six weekly newscasts presented by Ted Wilson on KQW, San Jose, Cal. Agency is Raymond R. Morgan Co., Hollywood.

MJB Co., San Francisco (coffee and tea) on April 5 will start sponsorship of *Dug-out Previews* for ten minutes preceding game of the San Francisco Seals baseball club on KQW, San Jose, Cal. Ernie Smith, who will handle the games for KQW, will conduct. Agency is BBDO, San Francisco.

G. F. STEPHENS & CO., Winnipeg (paints), on March 17 started six-weekly five-minute transcribed musical spots on 10 Western Canada stations. Account was placed by Norris-Patterson, Winnipeg.

KOMA 5000 Watts

OKLAHOMA CITY'S CBS station

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Charleston sales are *up* ... per capita food sales are 25% higher than the national average ... general merchandise sales, 17% higher ... automotive sales, 20% higher ... *total* retail sales, 19% higher.

And WCSC does more to help you get *your* share than *any* station in the Southeast. Ask for details.

WCSC

CHARLESTON, S.C.

The CBS Station for the Coastal Carolinas

Represented by Free & Peters

DISC CODE FAVORED BY NEW YORK AFRA

TRANSCRIPTION code of the American Federation of Radio Artists, in the revised form worked out in a series of negotiations between AFRA executives and representatives of the transcription manufacturers and the advertising agencies which met four times in the preceding week, was ratified by the New York local of AFRA at its regular quarterly meeting, held last Thursday night at the Astor Hotel, New York.

That afternoon the national board of AFRA had agreed to recommend the code's adoption by the membership. Meetings of the union's locals in Chicago, Los Angeles and San Francisco will be held this week and if they follow the example of the New York local the code will then be submitted to every maker of transcriptions throughout the country.

Following the evening session, attended by some 300 AFRA members, union officials announced the ratification of the code, but declined to divulge any of its terms or conditions, stating that these details can not be made public until the entire membership has placed its stamp of approval on them. They expressed confidence, however, that this would occur and that by the end of April all actors, singers, announcers and sound effects men engaged in the making of transcriptions would be working under the provisions of the code.

General Meeting of FM Group Is Called As Actions by FCC Raise New Problems

THE NEWSPAPER investigation order of the FCC last week [see page 9] caused disruption of plans of the FM Program Research Committee to initiate its FM network procedure, and has resulted in a call for a general meeting by FM Broadcasters Inc. in New York, early in April.

The program Research Committee, which has retained John R. Latham, former president of the American Cigar & Cigarette Co., to blueprint an FM network operation, postponed a meeting of some 40 FM applicants scheduled March 25 in Chicago. Since the FCC's order suspends construction of 11 projected newspaper-owned FM stations and also means the stoppage of consideration of other pending FM applications by newspapers, the FM network plan will be affected.

Recent Developments

Members of the committee handling the network project, which has no connection with FM Broadcasters Inc., decided on postponement of the meeting until a date not yet set. Members of this committee are John Shepard 3d, chairman; Walter J. Damm, WTMJ, Milwaukee; Elzey Roberts, KXOK, St. Louis; Herbert L. Pettey, WHN, New York; Harry Stone, WSM, Nashville; Gordon Gray, WSJS, Winston-Salem — all identified actively with FM development.

The general meeting of FM licensees, construction permit holders and applicants will be called by Mr. Shepard in New York shortly to consider the whole status of FM development, particularly in the light of recent FCC activity, relaxing rules to permit temporary commercial operation with facilities which will not serve established basic trade areas, plus the newspaper ownership order.

Meanwhile the FCC has sent to all holders of FM construction permits and to all applicants for facilities in New York and the immediately contiguous area comprising the basic trade area, instructions to appear in Washington March 26-April 1, to discuss the status of their applications. The traffic jam resulting in FM in the New York area, by virtue of the availability of only 11 assignments as against seven already granted, with some 15 applications pending, motivated the call.

The FCC will ask holders of construction permits to outline the status of construction and seek from the applicants comments on development beyond requirements contained in the applications. The FCC must select from among the holders of construction permits and the present applicants those deemed best qualified to occupy the available assignments.

Adjacent Cities

Cities adjacent to New York, such as Bridgeport, Trenton and Scranton, fall within the basic trade area of New York, and facilities also must be made available to such areas out of the New York quota.

In an announcement last Thursday, the FCC said that in the future it will take into consideration such matters as availability or shortage of frequencies in particular cities, number and qualification of applicants willing to serve the entire basic trade area, competitive effect of continuing authorizations for a smaller service area upon stations serving or willing to serve the entire basic trade area, distribution of receiving sets and other pertinent factors.

Three of the frequencies at present allocated for cities having a population less than 25,000 for assignment also to stations in cities having a greater population located in and adjacent to metropolitan areas having a population greater than 1,000,000, also have been made available by the FCC. The Commission formally announced that although under Section 3.226 (b) of the rules, 11 channels are available for any particular basic trade area, it would reserve, in making current assignments, three such channels for communities outside the principal city of the basic trade area. This, it was evident, was to apply to the conditions such as that now existing in the New York area.

Audio Devices Asks Aluminum Supply

Needed by Three Industries, Reeves Informs the OPM

A STRONG appeal to the priorities board of the Office of Production Management to release aluminum in sufficient quantities to take care of minimum requirements of the broadcasting industry for recording blanks, was made Thursday by Hazard Reeves, president of Audio Devices Inc., New York, large supplier of blank discs for radio, motion picture and associated industries.

In a presentation to officials of OPM, Mr. Reeves brought out that aluminum, essential base for recording blanks for which no adequate substitute yet has been found, must be procured promptly if industry needs are to be met. He emphasized that broadcasting particularly is dependent upon disc blanks for public service, educational and other records and that a stoppage of this character of programming is imminent unless the metal is made available promptly.

OPM officials said they expected an announcement on the allocation of aluminum priorities was to be made over the weekend.

Quick Action Asked

Highlights of Mr. Reeves' proposal were:

1. That aluminum is necessary in the production of quality instantaneous recording discs.

2. That aluminum-base acetate instantaneous recording discs are essential to the radio industry, phonograph and motion picture industry.

3. That supply of these discs is also highly important, if not essential, to educational activities.

4. That supply of these discs is likewise helpful, and perhaps essential, to certain important functions of Government departments, bureaus, and agencies.

It is requested that sufficient aluminum be made available to supply instantaneous recording discs to the radio, phonograph, and motion picture industries.

To supply these industries, together with Government departments, will require 95,000 pounds of aluminum per month, and in case of absolute necessity a 75,000-pound minimum.

Under present conditions no request is made for aluminum for home recording and educational institutions.

Immediate action releasing aluminum is urgently necessary. The seven manufacturers of aluminum-base acetate instantaneous recording discs have, respectively, stocks of aluminum sufficient only to supply their own customers for two weeks to two months.

If all these manufacturers pooled all their aluminum, it would be totally exhausted in less than a few weeks.

If they are to be saved—and if the radio industry and others crucially dependent upon these discs, are to be saved—immediate action releasing aluminum now must be taken.

It takes time to get the aluminum from the mills, and it takes time to work it up into finished recording discs.

And there is practically no time left.

This industry does not ask for one pound of aluminum that is necessary for primary defense. It does ask, however, that its vital part in radio be recognized and that the manufacturers of instantaneous recording discs be ranked with suppliers of other communications industries such as telephone and telegraph.

Everything is BIG along the Texas Gulf Coast—the nation's greatest cattle country, the world's greatest oil fields and largest spot cotton market; refineries, ship yards, factories—and NOW, 1941 defense appropriations of over $256,000,000.

BONUS! TWIN keys to this rich market are the TWIN stations — KXYZ and KRIS. Between them they blanket the heart of this fastest-growing section of Texas. Operated under TWIN managements they offer you substantial savings through their BONUS point Advertising.

NATIONAL REPRESENTATIVES—The Branham Company

Write for market information, listener surveys, and merchandising and selling ideas for this particular area.

KXYZ ★ KRIS

HOUSTON — NBC • Blue

CORPUS CHRISTI — NBC • Red and Blue

Both Stations MUTUAL and LONE STAR CHAIN affiliates

Carmichael Urges Promotion Drives

Says Stations Should Conduct Adequate Merchandising

AN AGGRESSIVE station should not be content to accept the advertiser's money merely for delivering a studio, an announcer and a large audience, according to Cecil Carmichael, assistant to James Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

Carmichael, speaking before the Radio Executives Club in New York, contended these essentials are only the beginning. "The simple reason for advertising", he said, "whether it be on WLW, or any other radio station or in a magazine or newspaper, is aimed directly toward one object: That object is to increase the sale of a product.

Moving the Goods

"However, increasing the demand for a product is not the whole job by any means. Satisfying that demand is of such vital importance to the success of any campaign that common justice makes it an obligation—and for WLW a welcome obligation—to have great concern with the movement of goods, as well as with the advertising expenditure invested".

Carmichael told the club that care must be taken to guard against over-merchandising and promotion. He said that stations should guard against over-merchandising on short campaigns at the expense of dealers who serve a station's advertisers.

Hinds on 60 Stations

LEHN & FINK PRODUCTS Corp., New York (Hinds), in mid-April will start a series of daytime transcription announcements and evening station-breaks, five to 15 a week, on 60 stations, through William Esty & Co., New York. Stations selected to date are:

WBRC WALA KOY KSUN KTUC KLRA KFI KOA KGHF WTIC WRC WCOA WSB WMAQ WOWO KCMC KWFT WRVA WDBJ WFBM WHAS WWL KWKH WCSH WJR KSTP KGBX KMPC KMOX KFAB KOIL WBEN WGY WHEC WWNC WHK KVOO WHP WJAR WSM KTSM KGKL WBT WLW WTAM WCAU WCSC WIS KGNC KRIS KTRH KTBC KSL.

Socony Adds to List

SOCONY-VACUUM OIL Co., New York, has added WOWO, Fort Wayne, and KFVS, Cape Girardeau, Mo., to its list of 35 stations carrying news programs. The KFVS schedule includes quarter-hour and 10-minute programs seven day a week, with six-quarter-hours a week on WOWO. Agency is J. Stirling Getchell Inc., New York.

GIVES THREE SCHOLARSHIPS

Extends Annual Compensation, Once Confined to Farm Students, to Most College Seniors

COMPETITION for the WLW, Cincinnati, third annual scholarships in practical radio training will be open to virtually every college senior in the United States, James D. Shouse, vice-president of Crosley Corp., announced last week. In previous years competition was restricted to agricultural students. This year all seniors in State universities or colleges in the American Assn. of Universities are eligible.

Another innovation is the offering of three scholarship instead the usual two. The first is to be in the division of agricultural programs, including announcing and writing for rural radio. The second is to be in general announcing, writing and radio production, and the third in radio promotion and market research.

How to Enter

Students intending to compete for the awards may obtain full particulars from WLW. They must file their intention not later than April 15, together with a list of ten references. Then by May 1, photographs, detailed biography, report of extra-curricular activities and outline of past employment must be submitted. Agricultural students must have a record of practical farm experience and activities of an organizational nature, such as 4-H Club or Future Farmers of America.

Requisite for the announcing scholarship will be a written and transcribed "personal sales message". Candidates for the promotion and research award must submit a study on the radio listening habits of 100 fellow students in their college or university.

Those reaching the finals of the competition will be notified by May 10 and must mail final material by May 20. Winners will spend 26 weeks at WLW starting July 1 and will receive $500 scholarships.

A committee of WLW staff executives will serve as judges. It includes: George Bigger, program director; Ed Mason, farm program director; Cecil Carmichael, press relations director; M. F. Allison, sales promotion manager; Joseph Reis, director of public service programs; Harold Carr, production manager; Lee House, continuity editor; and Peter Grant, chief announcer.

MARRIED AT RENO

Jewelry Sponsor Pipes Sunday Series 250 Miles

RENO, Nev., divorce center, has many more marriages per year than divorces. With this fact in mind the Albert S. Samuels Co., large San Francisco and Oakland jewelry firm, decided to sponsor *Romance in Reno*, a half-hour weekly on KQW, San Jose, Cal., Sundays, 12:45-1:15 p.m. (PST) to advertise its "Lucky" wedding and engagement rings.

The broadcast originates in the marriage license bureau in the Washoe County courthouse in Reno which, incidentally, is open on Sundays due to the weekend influx of California couples. Leslie Marcus interviews couples in the act of getting their wedding licenses. The program is carried 250 miles to KQW.

Each couple interviewed is presented with a set of flat silverware by the sponsor.

Although the Samuels company has no stores outside of San Francisco and Oakland, it realizes that a large majority of couples married in Reno are from the San Francisco Bay area. Agency is Will Russell & Co., San Francisco.

DR. RALPH BENATSKY, Czech composer, dramatist, novelist and poet, best known here for his plays, "Meet My Sister", "Cocktail" and "White Horse Inn", has signed a contract with BMI for his previously unpublished compositions.

For HIGH QUALITY in EVERY BROADCAST

STUDIO A, WFBR, Baltimore, Md. Here, as in all studios and control rooms in this modern station, J-M Acoustical Treatment and J-M Sound Isolation assure true high-fidelity reproduction.

Studio by JOHNS-MANVILLE

THERE'S no danger that faulty acoustics will interfere with high fidelity at WFBR. To make sure that programs are reproduced exactly as they are heard in the studio, architect Armand Carroll specified Johns-Manville Acoustical Treatment for all studios and control rooms.

Hundreds of other stations from coast to coast have protected broadcast quality with Johns-Manville Methods and Materials. For every size and type of studio, there is a J-M Material that provides the desired acoustical characteristics. And, whether you are planning a new station or modernizing existing studios, a J-M Acoustical Engineer will be glad to help you determine the best way to do the job. Johns-Manville, 22 East 40th St., New York, N. Y.

JM JOHNS-MANVILLE Sound-Control Materials and Acoustical-Engineering Service

425,683 *Night Time Listening Families*

(Total Night Time Circulation of Columbia Listening Audit)

SEE PAGE 11 IN SPECIAL SUPPLEMENT

50,000 *Watts* - CBS

KWKH

A Shreveport Times Station—Represented by the Branham Company

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

FAIRCHILD PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

NOW THEY LOOK LIKE THIS

(See page 22)

PHOTOGRAPHS ON PAGE 22 show in the same (l to r) order: (1) **Donald W. Thornburgh,** CBS Pacific vice-president, who enlisted in his home town of Indianapolis in May, 1917 and returned from overseas exactly two years later; he served with the 325th Regiment, 84th Division, Field Artillery, in the same outfit with Wendell Willkie, and became a captain in June, 1918. (2) **Paul W. Morency,** manager of WTIC, Hartford, who was with the 149th Field Artillery, 49th (Rainbow) Division, which sailed from Camp Mills in October, 1917 and got into the thick of things starting on Washington's Birthday, 1918. (3) **Ken R. Dyke,** NBC director of promotion, who served in the A.E.F. from 1917 to 1919 with the First Army Ammunition Service on the Verdun and Argonne fronts, ending up with a stretch of six months with the Army of Occupation; the picture on page 22 was taken during his days in Germany.

Guidebook for Army Broadcasters

(Continued from page 22)

tional spokesmen, and to events of intense nationwide interest.

13. Remember that the laws of the United States protect property rights in plays, prose, poetry and music, and be sure that you have copyright clearance on any material you intend to use.

No Time to Mug

14. Never offend your unseen radio audience by sacrificing them for the visible audience in the studio or for the spectators witnessing the event which is broadcast in the Army post or camp. When old-time habits of stage routine assert themselves, and stage comedians "mug" the studio audience to create a laugh which is not understood by the invisible audience, the listeners make their displeasure heard promptly and vigorously through the letters they write.

Plan all radio programs primarily and essentially as broadcasts and you will be effective with your radio audience. But if you assume error of assuming that a camp event is of primary importance, and that as an afterthought it would be good publicity to have a microphone present to broadcast it, you run the risk of putting on a bad broadcast, offending your audience, and creating the negation of good public relations.

15. Remember that radio stations would not have spent millions of dollars in acoustical treatment of studios unless it were essential to good broadcasting; consequently, put on your programs from a studio rather than from a make-shift studio at an Army post, whenever possible. You will get the benefit of better acoustics, frequently of better microphones and broadcast equipment than the portable, field equipment used for temporary installations permits, more station personnel than usually can be spared for a remote control assignment, and the effect of working in a professional rather than an amateurish atmosphere. Take full advantages of the facilities the station studios have available.

16. Allow plenty of rehearsal time for all radio broadcasts. Amateurs go before the microphone on a hit-or-miss basis. Professional radio people frequently rehearse from six to eight hours for a 15 to 30-minute broadcast. They do their rehearsing in a studio, before a microphone, under broadcast conditions. Many of them have records made of the rehearsals, so that they can analyze their microphone performance by a play-back. Program timing cannot be satisfactorily gauged, without careful rehearsal.

Help From Station

17. Even if you are an experienced radio technician, don't fail to take advantage of all possible help from radio station personnel. Make the program manager, the production men and announcers of the station with which you are working feel that the broadcast of your program is their own show, and you will secure cooperation and a finished result.

18. Keep in mind the difference in technique between the preparation of broadcast scripts to be used orally and the written word intended for newspaper or magazine publication. The best of newspaper and magazine writers may be failures as script writers, unless they have learned that radio requires a different treatment. Tongue-twisting combination of consonants may never be noticed until some one stutters and stumbles over them before the microphone.

Rehearsals Urged

19. Persuade all officers, and others whom you cannot cut off the air without embarrassment, to read their talks from prepared scripts and not to risk the dangers inherent in ad libbing. Timing cannot be handled satisfactorily without a carefully prepared script, rehearsed by the speaker before the microphone, if possible, and timed by the radio officer, who is responsible for the program with a stop-watch. When these talks are rehearsed, if they appear to run too long, they should have several "accomodation" paragraphs or "accordian" paragraphs designated which can be eliminated if necessary, when the program is on the air, by a prearranged signal between the radio officer and the speaker.

20. Keep your broadcast within the brackets of time allotted to you and don't trespass on the time of the following program by running over. Watch the second hand of the clock or stop-watch. Be as considerate and punctual in getting your program off the air as the station was in starting it.

Example Cited

21. Lastly, for those public relations officers who have the problem of diplomatically suggesting to commanding officers what constitutes good and bad broadcast practice, it is proposed that when they are faced with this dilemma, that they cite the broadcast practice of the greatest master of radio the United States has ever had, the Commander-in-Chief of the Army and Navy, the President of the United States. If your commanding officers will only attempt to emulate the courtesy and consideration that the President extends to both broadcasters and the radio audience in the scheduling of his talks; if they will, like the President, studiously avoid the disappointment of the radio audience by causing the cancellation of their favorite programs; if they will be as generous in giving advance notice to broadcasters of the scheduling of talks; if they will study the President's style of presenting his talk in a brief and interesting manner which holds audience attention if they can learn from the sincere friendliness of his approach, from the perfect timing in his delivery and the attention-arresting modulation of his voice, those of you who are the responsible public relations officers of your respective camps and posts will have solved one of your most important and difficult public relations problems.

Appeals Court to Reconsider WCPO's Stay Order Appeal

Full Membership to Hear Case Following Claim That Court Had Departed From Usual Methods

RECONSIDERATION of its momentous action of last month, in which it concluded it was without authority to issue stay orders from FCC decisions, will be undertaken by the U. S. Court of Appeals for the District of Columbia during the April term.

The court, on petition of Scripps-Howard Radio Inc., licensee of WCPO, Cincinnati, authorized reargument of the stay order issue before its full membership, sitting en banc. This is a rare procedure, since the six member court usually divides itself into sections of three members each, sitting independently.

In its Feb. 3 ruling the court, in a divided opinion, held it was without authority to issue stay orders enjoining the FCC from making its rulings effective pending the determination of appeals. Since enactment of the Radio Act of 1927, the court consistently has issued such preliminary injunctions. The ruling came in three separate cases, but the majority opinions were written by Associate Justice Justin Miller and concurred in by Associate Justice Wiley Rutledge. Associate Justice Harold M. Stephens strongly dissented, holding the stay orders properly should be issued by the court and that the FCC erred, as a matter of law, in not granting the parties preliminary injunctions.

Order Granted

On behalf of WCPO, Paul M. Segal, George M. Smith and Harry P. Warner, attorneys for Scripps-Howard, petitioned the court Feb. 18 for reargument. The court issued an order March 14 granting the motion and setting the reargument for the April calendar. It is expected to come about mid-April.

WCPO had appealed from an FCC decision authorizing WCOL, Columbus, to operate on 1200 kc. with 250 watts power, which the Cincinnati station contended would sharply curtail its audience on that frequency. The court at the same time decided adversely the appeals and petitions for stay order of KVI, Tacoma, from the decision granting KIRO, Seattle, an increase in power from 1,000 to 10,000 watts, on economic grounds, and the appeal of WSAY, Rochester, claiming electrical inference would result from a grant on 1210 kc. to WATN, Watertown. All three stay order petitions were denied.

In the motion for reargument, the Segal firm contended the FCC action granting the WCOL application was taken by the FCC without notice and hearing and was persisted in by the Commission though the appellant, upon being advised of the action, filed a petition for hearing or rehearing on interference grounds.

The motion recited as reasons for the request that the full membership of the court sit in on the reargument included the fact that the Feb. 3 opinion was rendered by a divided court; that the majority opinion terminated the uniform practice heretofore followed for 14 years, during which time the court had entered stay orders to preserve the status quo in matters pending from the FCC; and that the question involved is a basic one of administrative law, affecting in its implications the entire question of judicial control over administrative action and having wide implications affecting the questions of judicial power and public policy.

The court's ruling in the stay order cases was construed as rendering appeals from FCC decisions, whatever their nature, virtually futile. The court, in substance, held that unless the public interest would be adversely affected and solely upon questions of law, it cannot override FCC actions, whether relating to economic injury, electrical interference or on other grounds.

Girls Galore

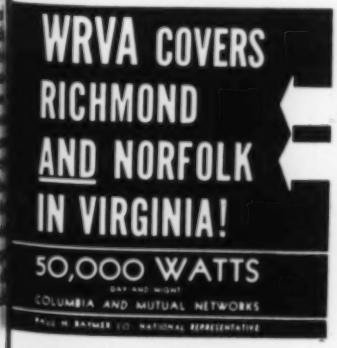
ENTIRE facilities of WCMI, Ashland, Ky., were turned over to girl students from Ashland, Huntington, and Ironton High Schools, the other day, in celebration of National Girl's Week. According to Station Manager Bob MacKenzie, the girls turned in a fine performance of announcing, newscasting, writing and selling. As a result of the promotional experiment, Girl's Day will become an annual event at WCMI.

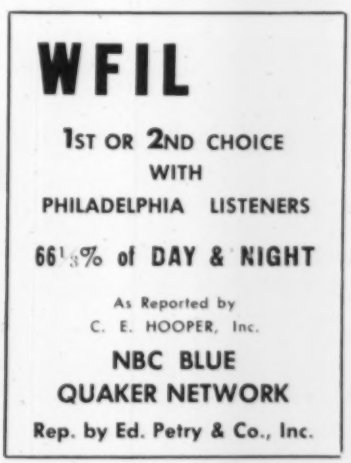
ARTHUR FREED, manager of the Freed Co., New York marketing and merchandising counsel, has resigned to become general sales manager of Freed Radio Corp., New York.

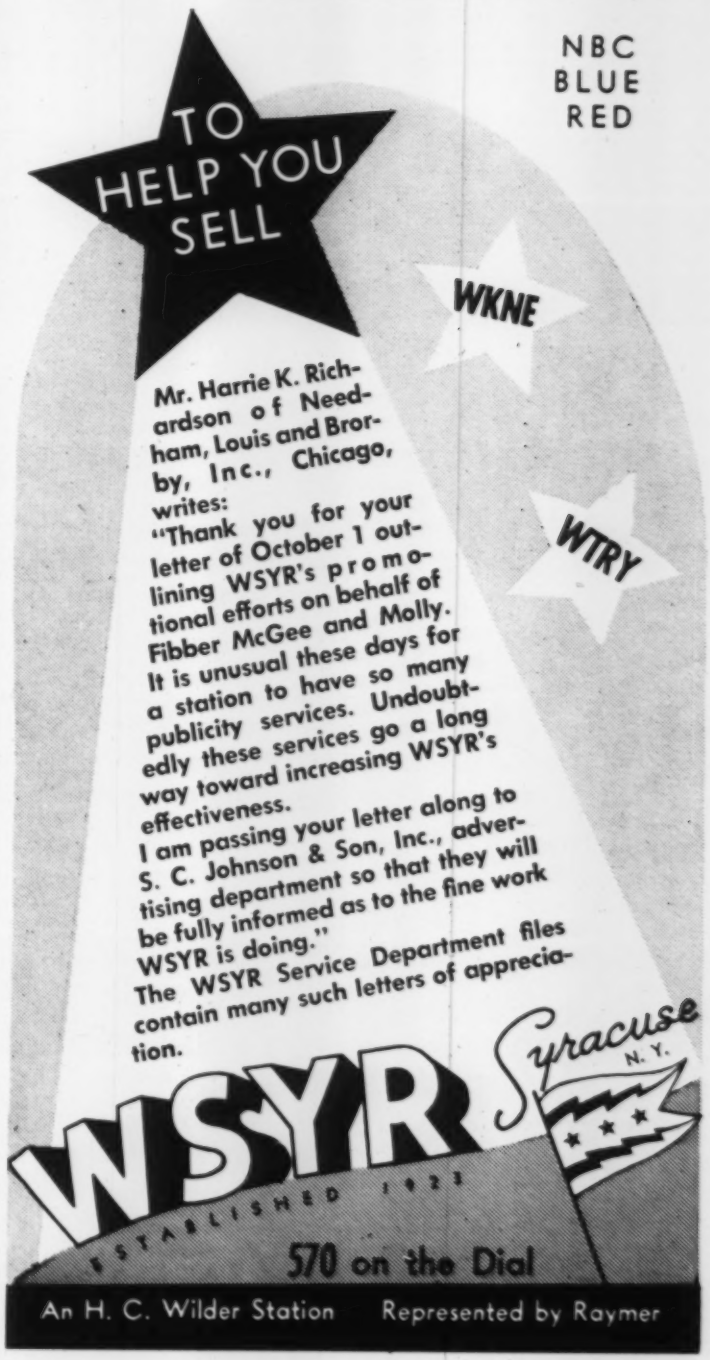
BILLBOARD SPONSOR
Outdoor Firm Uses Radio in Safety Campaign

SOMETHING NEW in public service programs was started on WNAX, Yankton, S. D., when General Outdoor Advertising Co., of Sioux City, contracted for two five-minute weekly shows for four weeks in conjunction with a local safety campaign.

Series consisted of interviews with outstanding citizens each discussing a particular phase of public safety. General Outdoor Advertising Co. used the radio time in conjunction with its sponsored billboard campaign built about the subject of public safety. After the interviews, firms having listings on billboards were mentioned.






NBC
BLUE
RED
TO
HELP YOU
SELL
WKNE
WTRY
Mr. Harrie K. Richardson of Needham, Louis and Brorby, Inc., Chicago, writes:
"Thank you for your letter of October 1 outlining WSYR's promotional efforts on behalf of Fibber McGee and Molly. It is unusual these days for a station to have so many publicity services. Undoubtedly these services go a long way toward increasing WSYR's effectiveness.
I am passing your letter along to S. C. Johnson & Son, Inc., advertising department so that they will be fully informed as to the fine work WSYR is doing."
The WSYR Service Department files contain many such letters of appreciation.
WSYR
Syracuse
N. Y.
ESTABLISHED 1923
570 on the Dial
An H. C. Wilder Station
Represented by Raymer

MAYOR IS ADAMANT
So Moving Day Is Not Official In Philadelphia

RADIO CONTINUES to be a stepchild as far as Mayor Robert E. Lamberton, of Philadelphia, is concerned. For the mayor has flatly turned down a request by Philadelphia Broadcasters, a committee representing each station in the city, that a "Radio Moving Day" be proclaimed in the city.

Curiously enough, Lee Greenhouse, of Al Paul Lefton Adv. Agency, Philadelphia, indicated that favorable progress was being made to have Governor James issue a proclamation for a "Radio Moving Day" in Pennsylvania.

Mayor Lamberton sent the following letter, in reply, to the broadcasters' committee:

I have received your letter of March 7 advising me that March 29 at 3 a.m. has been fixed by the FCC as Radio Moving Day. You asked me to issue a proclamation to this effect.

Since I had nothing to do with causing or arranging this Moving Day, it would seem rather silly for me to proclaim it.

My experience has been that proclamations by a mayor mean just exactly nothing and I issue as few as I can.

EIGHT band leaders have already reserved "My Sister and I" for recording purposes, although orchestrations are not yet off the presses, BMI reports. Tune, written by Alex Kramer, Joan Whitney and Hy Zaret, who also turned out "So You're the One" and "It All Comes Back to Me Now", is based on the best-selling book of the same name.

HALE, HEARTY and GOING STRONG!

WLAW is no longer a growing child. It cut its eye-teeth several months ago and is now ready and capable to take on a heavy share of your New England advertising job. Follow the lead of more than 35 prominent national advertisers and add WLAW to your radio schedule in New England.

WLAW

LAWRENCE, MASS.

C. B. S. Affiliate

Seeks Television Unity

(*Continued from page 16*)

circumstances. The problem now becomes more complicated because of the possibility of shortages in material and personnel.

"We believe that if the facts and circumstances indicate that such an approach is required, television can progress even during this period of national emergency. Further, we believe that the FCC's objective and that of the industry should be to encourage continuing developments to the end that television might have the opportunity to make an important contribution to our economic life when our manpower and resources are again available for peacetime pursuits. Television may be one of the new industries which many of you in government have been seeking as a 'backlog' against the day when our accelerated industrial activity is no longer supported by emergency requirements."

Recent Developments

Bringing the NTSC recommendations up to date, Chairman W. R. G. Baker reviewed developments since the Jan. 27 "progress report" which led NTSC to alter its views in favor of the 525-line image and newly developed synchronization techniques, along with D. G. Fink, managing editor of *Electronics* magazine, and David B. Smith, of Philco Radio & Television Corp.

As chairman, Dr. Baker recommended that NTSC standards should apply to all channels authorized for commercial television operations, not just the present seven. Under the present synchronization recommendations, he explained, provision is made for the old "RMA pulse", the alternate carrier pulse developed recently by Hazeltine and Philco, and FM on both aural and visual signals.

He recommended that commercial television operation be authorized as soon as standards are approved by the FCC.

The NTSC recommended that "although color television is not at this time ready for commercial standardization, the potential importance of color to the television art requires that a full test of color be permitted and encouraged, and that after successful field test, the early admission of color transmissions on a commercial basis coexistent with monochromatic television be permitted employing the same standards recommended for monochrome except as to lines and frame and field frequencies." It was stated that 375 lines, 60 frames and 120 field frequency were the presently favored values for color television.

Program Costs

Tying in with Mr. Porter's opening remarks to the bench for CBS, Adrian Murphy, CBS director of television, cited cost estimates for production of high-class television programs which would build up the television audience to a point where it would be economically practical for an advertiser to sponsor visual broadcasts. Pointing out that talent alone on high caliber programs, which he maintained would be necessary from the start to prompt the purchase of television receivers, would run into millions of dollars a year on the basis of a five-hour daily program service, Mr. Murphy declared that network operation was the only practical solution to the problem of high program costs. He recommended that the required number of hours of daily service should be set on an individual basis, rather than blanketing all stations in a general rule.

Referred to CBS' development of color television, Mr. Murphy advocated including standards for commercial color television with standards for black-and-white television, maintaining that color transmission would be at a disadvantage if its start were postponed until black-and-white transmission was established.

Dr. Peter C. Goldmark, CBS chief television engineer, who developed the CBS system of color television, also appeared briefly to outline improvements and progress in the system in the last two months. He estimated that six months would be adequate for projected field tests of color television.

DuMont's Opposition

The only substantial opposition to the NTSC's proposed 525-line image was registered by Allen B. DuMont, head of Allen B. DuMont Labs., who advocated flexible picture standards variable between 375 and 800 lines, and 15 and 30 frames, which he claimed would accommodate color as well as black-and-white developments. He also advocated standardization of a driven-circuit synchronizing pulse, which he claimed would offer a more flexible base than the NTSC synchronizing recommendations.

Mr. DuMont declared that immediate commercial authorization of television was "vitally necessary", and that manufacturers were ready to supply the demand for transmitters and receivers. He commented that now is "a fortunate time" for commercializing television, since people have more money and there is sufficient manufacturing capacity to meet reasonable demand for television service. Television also would help take up the slack in expanded manufacturing operations after defense activities have tapered off, he added.

Appearing for Balaban & Katz, operating W9XBK, experimental television station in Chicago, William C. Eddy, B&K director of television, urged that the FCC, apart from authorizing commercial operation, make sure in setting standards that all television set-owners will be able to receive all television programs available to them.

Lubcke Testifies

H. R. Lubcke, chief television engineer of Don Lee Network, declared that a framework for commercial television operation should be set up immediately to allow further development as rapidly as possible. He maintained the FCC's proposal to require five-hour daily program service was too heavy a schedule to start with, suggesting that a schedule of 10 to 12 hours per week would be more satisfactory for both operator and receiver-owner.

Appearing for Farnsworth Television & Radio Corp., E. M. Martin urged immediate commercial authorization and subscribed to the recommendations of NTSC.

John Reed Porterfield, independent television producer and experimenter, in a brief appearance urged the FCC to leave the door open for all developments in the color television line, noting that "many different methods" of color transmission are being worked on at present.

Murray Approves

Albert F. Murray, consulting television engineer representing Hughes Productions, a division of Hughes Tool Co., voiced full approval of the NTSC standards, declaring disapproval of all alternate standards, including the DuMont line-frame suggestions and drive-circuit synchronizing pulse, and urged immediate commercialization of television. He also recommended amendment of proposed Rule 4.2 to reduce the minimum service to three hours per day or 15 hours per week, to be carried between 2 and 11 p.m., and to allow separate operation of the aural transmitter to provide high-fidelity broadcast service outside the regular hours of visual broadcast operation.

NBC Seeks Minimum

Opening NBC's case, Chief Counsel Hennessey said RCA-NBC proposed no changes in the proposed standards and did not anticipate offering technical testimony.

Mr. Morton made his plea for reduction in minimum program schedules from 30 hours to [illegible] hours a week on the ground that the longer requirement would impose a serious burden on many telecasters at the outset. Factors which

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—

Metropolitan New York

contribute to making a 30-hour schedule difficult, he said, are program availability, facilities, personnel and economics. He then recounted to the Commission NBC's experience gained from operation during the last two years on a regular schedule of from 10 to 15 hours weekly.

An adequate supply of program material is not available in many cities where television service would be important and useful, he said, and this would make these communities dependent upon such principal sources of program material as Washington, New York, Chicago and Hollywood for the backbone of their program service. He pointed out it would be extremely difficult for telecasters in Trenton or New Haven to find 30 hours of program material sufficiently informative, interesting and entertaining to meet the minimum program schedule proposed by the regulations.

To provide a program schedule of 30 hours weekly, properly balanced by the studio production, outside pickups of news and motion picture film, Mr. Morton said that a minimum of three studios would be required, aside from rehearsing space. Experience has indicated that from 40 to 80 hours of rehearsal are required for the preparation of a one-hour dramatic production, the last two or three days of which should be rehearsal in the studio itself, with lights, cameras, scenery and properties.

Cost of Studios

A 30 x 50 foot studio equipped for three cameras, with auxiliary gear and light equipment would involve an expenditure of $120,000, he said. For outside pickups, at least two sets of mobile equipment, preferably of three cameras each, would be necessary at a cost of about $40,000 for each mobile unit. For transmission of film, at least two projectors for 35 mm. film and two for 16 mm. would be needed, the larger costing $10,000 each and the 16 mm. $2,000 each.

For the NBC 10 to 15-hour-a-week schedule, a staff of 61 engineers, 27 program people and an administrative staff of six, or a total of 94 was required. The British Broadcasting Co. had a staff of about 400 engaged in television activity when conducting their 21-hour-a-week schedule.

Experience gleaned by RCA-NBC indicates that regular operation required an average hourly program cost of $971.50.

Twice during 1939 and 1940 NBC polled its audience to ascertain on which days of the week they preferred service. In the fall of 1939 Wednesday through Friday was selected. In the spring of 1940, however, with the advent of the outdoor season, the audience preferred Monday through Friday. The schedule was shifted accordingly.

The session wound up after Dr. Jolliffe had made his statement on the position of RCA and after he had been subjected to rigid cross-examination from the bench and by Assistant General Counsel Rauh.

Advertising Circles Closely Observe Experimental Sponsorship of Movies

REACTION in advertising circles was one of suspended judgment to the idea behind the newly-formed National Documentary Theatre Co., New York, to organize a network of motion picture houses throughout the country devoted exclusively to the exhibition of commercially sponsored films.

The corporation under the direction of Harold McCracken, president and producer of commercial films, has taken over New York's Belmont Theatre as the first unit of the network and will start operation there about April 12.

Agencies Watching

Under the present plan, an 80-minute program of commercial one and two-reelers will be repeated six times daily from 10:30 a.m. to 6:30 p.m. The products advertised will be noncompetitive and the program will run for eight weeks. Sponsors will distribute tickets to the theatre.

The theatre accomodates 542 persons or a total of more than 180,000 for the eight-week exhibition. Cost to the sponsor will amount to one cent per reel per person, or about $3,600 for the eight-week series. In the evening after 7 documentary films will be shown at an admission price of 25c.

Agency officials, while not unreceptive to the general idea, were watching the experiment with interest. One official stated that while he felt a medium for the distribution of commercial films had long been needed, in his opinion, commercial television would eventually evolve itself into the greatest medium for commercial films. An executive at a large agency which maintains a motion picture department stated that "I think the idea is basically sound, but I feel that the audience will not be selective enough for the cost involved. However, I believe that the experiment should be carefully watched by those of us who have been interested in the problem of distribution of commercially sponsored films."

Many ideas involving radio have been suggested in connection with the plan. Among these have been the filming of broadcasts for distribution by the sponsor through the movie network, and the exhibition of television shows at the theaters. Immediate expansion to other cities is planned if the New York experiment proves successful.

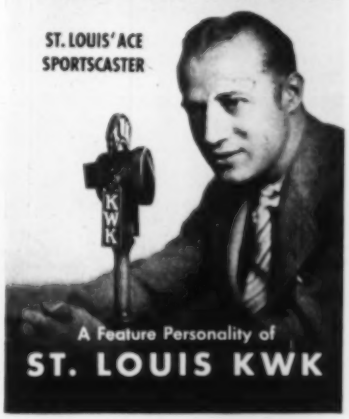
WCFL, Chicago, has increased its broadcasting schedule by continuing on the air an hour later, signing off at 1 a.m. Twenty-four hours after an announcement had been made that the 12 to 1 period was for sale, Cook County Auto Distributors, Chicago (used cars), signed a 52-week contract, and on March 24 started a six-nightly one-hour recorded program entitled *The 1,000 Club*, conducted by Guy Wallace.

WHISKERS, both good and fuzzy, drape from jowls of the staff at KWBG, Hutchinson, Kan., in anticipation of the city's 70th anniversary celebration April 24-26. Spinach sprouters are (standing, l to r), Thornton Synder, program director; Vern Minor, commercial manager; Earl Chamberlain, engineer; Henry Delp, auditor. Lower row, Mack Cockley, engineer; Elton Pieplow, continuity; Darwin De Yoe, announcer and singer.

British Seeks Weapons

AMERICAN Committee for Defense of British Homes is mailing letters to station managers throughout the country, asking for extra stop-watches to be sent to England for use by civilian roof spotters to time the approach of enemy raiders. Committee, with headquarters at 10 Warren St., New York, has been shipping firearms of all types, binoculars, steel helmets and similar equipment to England since last September.

The Pioneer Voice of Kansas
KFBI
WICHITA
5000 WATTS
1050 Kc.

JOHNNIE O'HARA
ST. LOUIS' ACE SPORTSCASTER


A Feature Personality of
ST. LOUIS KWK
Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

ZANESVILLE
A Fort Industry Market
Serving the rich pottery and mining regions of Southeastern Ohio—a significant station in a significant market.
A FORT INDUSTRY STATION
N.B.C. Red & Blue
WHIZ
ZANESVILLE, O.

KDYL

turns the star-studded spotlight of Showmanship on your messages to the Intermountain Market

KDYL

The POPULAR Station

Salt Lake City

Representative: JOHN BLAIR & CO.

NBC RED NETWORK

Studio Notes

WSGN, Birmingham, dedicated its new studios in the Dixie Carlton Hotel March 16 with a special three-quarter hour dedicatory program. Highspot was the transcribed messages from Niles Trammell, Reginald Thomas, Keith Kiggins, William Hedges and Sidney Strotz, all of NBC, and Fred Weber and J. L. Grimes of MBS. WSGN is feeding to MBS the weekly quarter-hour commentary, *This Week and Next*, by McClellan Van der Veer.

EXPANDED field sales activity for WLW, Cincinnati, was indicated by Robert E. Dunville, general sales manager, when he announced creation of two definite sales territories. Bill Robinson, for the past year engaged in general field work, will cover the area east to Pittsburgh and north to Detroit. Harry Mason Smith, who became sales manager March 15, will cover the southern territory and cities west of Cincinnati.

CKTB, St. Catherines, Ont., has been given permission to increase to 1,000 watts April 15, in moving to 1550 kc. from 1230 kc. A directional antenna is being installed and an RCA transmitter has been ordered.

NEW 5 kw. auxiliary generator is being installed at KOA, Denver, to insure uninterrupted network traffic through Denver, both to and from the West Coast, regardless of any local interruptions in power service.

A NEW SERIES of programs, *Parents Forum*, is conducted by Ruth Elson Clark, director of woman's activities, WSUN, St. Petersburg. This twice-weekly program on child psychology is sponsored by Town Talk Bakers. *Parents Forum* has the endorsement of county superintendent of schools and civic leaders.

MODERNISTIC FRONT OF the new home of CHNS, Halifax, Nova Scotia, recently completed, houses studios, transmitter and its shortwave CHNX. It is called Broadcasting House, like the home of the BBC.

CLAIMED to be the first fully accredited college of liberal arts in western states to offer its speech department students a full course of major study in broadcasting is the College of the Pacific, Stockton, Cal. More than 50 students have enrolled for radio courses during the first year of the new course, which is under the supervision of John C. Crabbe, director of radio.

RACING RESULTS have returned to the Philadelphia airlanes for the first time in many years. Sponsored by the *Philadelphia Daily News*, WDAS on March 24 resumed airing horse race results daily at 5:55 p.m. for five minutes. There is no handicapping on the program nor any turf news, merely the reading of the day's results from the various tracks throughout the country.

HEAVY schedules of sports are crowding the calendar of WTSP, St. Petersburg. Colman Willson, veteran announcer, is handling daily play-by-plays of the New York Yankees and St. Louis Cardinals, who are training in the city. On March 8 Wilson originated for MBS a description of the Southland Sweepstakes power-boat regatta.

A SIXTY-MINUTE variety revue, presented entirely by the blind, was featured on the Sunday *Hour of Opportunity* amateur program on WCFL, Chicago, March 16.

WBBM, Chicago, is currently releasing special morning weather reports covering flying conditions, at the request of students and members of the Civil Aeronautics courses at Northwestern U. The reports include visibility figures, ceiling, wind direction and velocity, etc., and a forecast for the day on each of these important points.

WTMJ, Milwaukee, is shifting the locale of the transcribed *Life in the Army* series from Camp Beauregard, La., to Camp Grant, Ill. Programs consist of interviews with Wisconsin draftees handled by Bob Heiss.

WIBG, GLENSIDE, Pa., has opened a campaign to obtain reading matter for Army camps in Pennsylvania. Announcements suggest that old books, magazines and other reading material be sent to an American Legion Post. The Legion takes care of distribution to Army stations.

WIBA, Madison, Wis., will dedicate its new studios in the Tenney Bldg. March 26. Highlight will be several inaugural programs including a historical presentation of the progress of WIBA since its inception in 1925.

BETTER LIVING is the aim of *Our Health*, weekly five-minute series, recently inaugurated on WBAB, Atlantic City, under the auspices of the Atlantic County Visiting Nurses Assn. Program, features talks by prominent members of the society.

WCAM, Camden, N. J., has arranged for a series of four Friday evening broadcasts, started March 21, on behalf of the Greek War Relief Committee. Designed to raise additional funds, they are arranged by Christopher Stephano, Philadelphia manufacturer of Marvel Cigarettes and a director of the Greek War Relief Committee in that city. The broadcasts are fashioned similar to the Greek War Relief programs recently heard on the networks, with all professional talent in the territory contributing their services. The first two shows are handled by Mort Lawrence, who directs the all-night *Dawn Patrol* recorded show for Pep Boys on WIP, Philadelphia.

KSFO, San Francisco, in cooperation with the San Francisco Chamber of Commerce, is presenting *Men of Defense*, weekly series of transcriptions originating in different plants where defense orders are being filled. Program features interviews with workmen concerning the progress and story of their part in the national picture with descriptions of the work being done. The series was arranged by Robert W. Dumm, KSFO director of special events, and produced by Ted Harper.

AUGMENTING its sports staff, WMCA, New York, has signed Jimmy Powers, sports editor of the *New York Daily News* for a series of daily quarter-hour sports commentaries. The sustaining series, called *Powerhouse of the Air*, started March 17 and will be patterned after Mr. Powers daily newspaper column. Station also signed Lee Bromberg, boxing writer of the *New York World-Telegram*, for a twice-weekly quarter-hour sports program titled *Sportscope* which started Feb. 27.

EUROPEAN refugee children in this country are offering their suggestions for the kind of world they hope to live in after the war in "Rainbow 'Cross the Sea", a quarter-hour weekly feature of Bob Emery's *Rainbow Hour Children Hour* on MBS. Children of all nations are asked to participate in the "forum" as well as to tell their reactions to their new environment and broadcast messages to their parents overseas via shortwave.

FIRST step in a change of program policy at WMCA, New York, will be under way March 24 with the start of nine new musical programs comprising more than seven hours weekly. Revision of the program schedule is in line with the plans of Edward J. Noble, who took over ownership of the station in January, to employ more live talent as well as to emphasize public service programs [BROADCASTING, Jan. 20]. The new programs, covering popular, novelty and serious music, will be under the direction of Joe Rines, WMCA's new musical director.

The HOT-SPOT on San Francisco Bay Area Dials

Between NBC's Red and Blue Networks

KQW-740 KC

San Jose, California

San Francisco Studios, 1470 Pine St.

Represented by Reynolds-Fitzgerald, Inc.

Broadcasters in Canada Seek Upward Revisions In Power Under Treaty

CANADIAN broadcasters were to present their case for upward revisions to the limits allowed for their classification and frequency under the Havana Treaty, at a March 24 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. Under present CBC policy a limit of 1,000 watts has been placed on all privately-owned stations not in excess of that power when the CBC took over in November, 1936. Only CBC stations have been given power increases above that limit.

It is understood that officials of the Radio Branch, Department of Transport, are in agreement with private broadcasters that Canada should occupy its frequencies under the Havana Treaty with maximum power allotted. However, the CBC board has power to set policy for broadcasting stations in Canada, and since its inception has consistently stuck to its limitation policy. Many Canadian stations desire upward power revision to 5,000 or 50,000 watts.

Representing broadcasters at the meeting will be Glen Bannerman, president-general manager, Canadian Assn. of Broadcasters; Joseph Sedgwick, CAB counsel; Prof. Pat Bailey, of Toronto, retained by the CAB as observer during the technical sessions of the Havana Treaty at Washington last January. A detailed technical brief has been supplied to the CAB representatives by George Chandler, CJOR, Vancouver, chairman of the CAB technical committee.

Bull Sessions in Chicago

PROBLEMS which face radio men and educators in broadcasting educational and public service programs will be discussed in a series of monthly bull-session luncheons to be held in Chicago beginning April 10. Charter members of the group, who have announced that there will be no officers, no bylaws and do dues are Judith Waller, NBC; Lavinia Schwartz, WBBM-CBS; Harriet Hester, WLS; Al Hollender, WJJD-WIND; Arnold Hartley, WGES; Miles Reed, WCFL; Doris, Keene, WHIP; Stanley MacIntosh, Audio-Visual Education, Evanston Public Schools; David Hefferman, assistant superintendent of Cook County schools; Harold W. Kent, director of the Chicago Radio Council.

Allocation Shifts

(*Continued from page 10*)

the assignments not be used within that time, they automatically would become available to other signatory nations.

The new log reveals there will be no stations at this time on 550, 560, 590, 1060, 1460, 1550 and 1600 kc. Each of these frequencies was to have had one station.

Some Complications

The station on 1060 kc., deleted on the new log, was XEST, which was to have been assigned to Mexico City with 50,000 watts as a Class B outlet with a directional antenna. On 1550, a station was slated for Mexico City with 20,000 watts as a I-B, and on 1600 kc. there was to have been assigned XEAB, Villa Acuna, with 5,000 watts.

On 1190 kc., there was to have been a 50,000-watt station located in Sonora, Son. Instead, the revised log shows XELO, Tijuana, B. C., with 10,000 watts operating power and with 50,000 watts authorized power. This may present a complication, since the agreement reached here was that the station in Sonora would use a directional antenna to protect the service of KEX, Portland, as a I-B station.

It was thought the Mexican delegation, in reciting its demands for stations, had padded its list considerably to take care of future development. By virtue of the five-year provision in the Treaty, during which assigned but unused facilities cannot be used by other nations, it is expected that the Mexican Government proposes to use these available assignments for further bargaining purposes.

The revised Mexican list carried the notice that it covered assignments which would become effective at midnight on March 29. Of the aggregate number of stations listed, six carry the notations that they would not operate by virtue of temporary suspension of their authorizations. Three of the stations listed have been licensed only this year, while another 26 were authorized during 1940. Of the total number of stations, five were listed as cultural or official outlets.

Craven Predicts

Commissioner Craven, in an announcement in connection with the reallocation, predicted that after March 29 there would be less "squeals and growls" coming from radio loudspeakers. Much of the present interference, he pointed out, is caused by stations located in North American countries with which this country heretofore has had no agreement relating to broadcasting. The reallocation is designed to minimize that part of this troublesome interference factor in broadcast reception caused by stations in other countries, he said.

The Treaty, negotiated in Havana on Dec. 13, 1937, established plans by which all stations in North America would use channels with the minimum of objectionable interference, he said. It also sets forth standards on the best radio engineering practice which all agree to adopt for their own stations. As time goes on, Comdr. Craven pointed out, it is expected that the technical aspects of broadcast service throughout North America, and particularly in the United States, will be vastly improved.

"Order will be established out of chaos", he said. "This is an achievement well worth the inconvenience of shifting our listening habits a few kilocycles".

Comdr. Craven, who headed the American delegation to the Havana conference and was regarded as its moving spirit, said it should be understood that all of the improvements cannot be accomplished on the changeover date.

"This is the first engineering step of many which are designed to improve radio service in North America", he said. "However, radio moving day is the only step now contemplated which requires the direct cooperation of the public. This initial step lays the foundation not only for an immediate improvement, but also for the future benefits made possible by modern radio engineering development".

WOR, New York, on March 17 received a new telephone number: Pennsylvania 6-8600. MBS New York number is Pennsylvania 6-9600.

Ripe for Picking!

"NEWS TO COME"

Now Open for Sponsorship

ON NBC STATION

WTCN

ST. PAUL MINNEAPOLIS

Thousands of Families Tuned in and Ready to Hear Your Sales Message!

WRITE FOR DETAILS

WTCN . . . Wesley Temple Bldg., Minneapolis . . . Dispatch Bldg., St. Paul

The news program that is different . . . tells about events of the future instead of those of the past and present.

The program that doesn't require audience development . . . it already has a tremendous volume of listeners.

Broadcasts every Sunday at 5:15 P. M. . . . an ideal time for listeners and sponsor.

It's a "crystal ball" of politics, war, sports and other subjects of vital interest to everyone.

Listeners know it for its accuracy. Your sales messages will receive the same rapt attention as do its forecasts.

WTCN Is Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune

PETERS & PETERS, INC., Exclusive National Representatives

New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 15 TO MARCH 21, INCLUSIVE

Decisions . . .

MARCH 18

KFOR, Lincoln, Neb. Granted CP authorize CP provided for in expired permit as modified for changes in equipment, antenna, increase to 250 w N & D on 1210 kc, change transmitter location.

SET FOR HEARING—WDAS, Philadelphia, application increase to 1 kw 5 kw D 1260 kc under treaty, directional N, to be heard with Trenton applications; KDRO, Sedalia, Mo., application CP change to 800 kc 1 kw D.

MARCH 19

WPAY, Portsmouth, O.—Granted modification CP increase to 250 w for change to 1400 kc under treaty.

NEW, Natchez, Broadcasting Co., Natchez, Miss.—Granted CP 1490 kc 250 w unl.

KRKO, Everett, Wash.—CP 1370 kc 100-250 w, issued to Lee E. Mudgett, cancelled and new permit issued to present licensee, Everett Broadcasting Co.

SET FOR HEARING—NEW, James F. Hopkins Inc., Detroit, application FM station 46.5 mc; NEW, Natchez, Miss., application CP 1370 kc 250 w unl.

KFBC, Cheyenne, Wyo.—Adopted order setting aside action of 3-11-41, granting change to 1210 kc 250 w unl., and granted 1240 kc effective 3-29-41.

MARCH 20

WABC, New York—Granted modification CP new antenna etc., change to 880 kc under treaty.

KBIZ, Ottumwa, Ia.—Granted modification CP new station to 1240 kc under treaty.

WALB, Albany, Cal.—Granted modification CP new station to 1590 kc under treaty.

WBIR, Knoxville—Granted modification CP new station to 1240 kc under treaty.

WISH, Indianapolis—Granted modification CP new station to 1310 kc under treaty.

KFH, Wichita, Kan.—Granted modification CP for shift to 1330 kc under treaty.

KPOW, Powell, Wyo.—Granted modification CP new station to 1250 kc under treaty.

WSPA, Spartanburg, S. C.—Granted modification CP increase power etc. to 950 kc under treaty.

WQBC, Vicksburg, Miss.—Granted license for CP change equipment etc.

NEW, Chilton Radio Corp., Dallas—Application CP 1370 kc 100 w unl. dismissed.

NEW, V. O. Stamps, Dallas—Application CP 1370 kc 100 w unl. dismissed.

NEW, God's Bible School & College, Cincinnati—Proposed decision denying application CP 11710 and 21610 kc 60 kw.

MARCH 21

WMBQ, etc., Brooklyn—Oral argument in Brooklyn cases set for 43-41.

WITH, Baltimore—Granted license new station 1230 kc under treaty 250 w unl.

KDTH, Dubuque, Ia.—Granted madification CP to 1370 kc under treaty.

WCED, DuBois, Pa.—Granted license new station 1230 kc under treaty 250 w unl.

WATN, Watertown, N. Y.—Granted license new station 1240 kc under treaty 250 w unl.

WNEW, New York—Granted modification CP to 5 kw N & D change to 1280 kc under treaty.

MARCH 27

NEW, Worcester Broadcasting Inc., Worcester, Mass.—Granted motion to dismiss without prejudice application for CP, hearing set for 3-27-41 cancelled.

Applications . . .

MARCH 19

WFCI, Pawtucket, R. I.—Modification CP as modified for new station asking 1420 kc directional under treaty.

WNBC, New Britain, Conn.—Modification CP as modified new transmitter, increase D power asking change to 1410 kc directional under treaty.

NEW, E. Anthony & Sons, New Bedford, Mass.—CP 45.7 mc 203,000 population 1,027 square miles, amended to 250,250 kc 1,787 sq. miles, change transmitter.

W2XPY, Whippany, N. J.—Modification license to 43.5 and 49.1 mc.

WGEO, Schenectady—CP new transmitter.

WDAS, Philadelphia—CP new transmitter directional, change to 1260 kc under treaty, increase to 1 kw 5 kw D, amended to omit request for directional antenna D.

WHIZ, Zanesville, O.—Modification license to Southeastern Ohio Broadcasters Inc.

WPEN, Philadelphia—Modification CP as modified for new transmitter, increase power, asking 950 kc under treaty, change antenna.

WTEL, Philadelphia—CP asking 1340 kc under treaty, increase power etc., asking change in antenna and 910 kc under treaty.

WHAT, Philadelpha—CP new transmitter, directional, change to 1130 kc 5 kw unl.

KTSM, El Paso—Modification license to 500 w 1 kw D, amended to 1380 kc under treaty.

WJBO, Baton Rouge, La.—Modification CP as modified increase power etc., asking 1150 kc under treaty.

KWFT, Wichita Falls, Tex.—Modification license to 5 kw N & D.

WQAM, Miami, Fla.—CP increase to 5 kw, amended to 1 kw D.

NEW, Greensboro Broadcasting Co., Greensboro, N. C.—CP 1250 kc 250 w D, amended to 980 kc under treaty 1 kw, change antenna, transmitter.

NEW, Lexington Broadcasting Co., Lexington, N. C.—CP 1370 kc 250 w unl. IV.

WSBT, South Bend, Ind.—Modification CP as modified new transmitter, change hours, 960 kc under treaty.

WKRO, Cairo, Ill.—Modification CP new station, for 1490 kc under treaty.

KENO, Las Vegas, Nev.—Voluntary assignment license to Nevada Broadcasting Co.

KDON, Monterey, Cal.—CP new transmitter, directional N & D, increase to 5 kw N & D 1470 kc under treaty.

Tentative Calendar . . .

MARCH 24

WARM, Scranton, Pa.—License for CP 1370 kc 250 w unl.

MARCH 28

KGNO, Dodge City, Kan.—Modification license to 1340 kc 500 w 1 kw D unl.

NEW, J. C. Kaynor, Ellensburg, Wash.—CP 1310 kc 250 w unl.

APRIL 14

WTMC, Ocala, Fla.—License revocations (to be heard in Ocala).

APRIL 17

WDLP, Panama City, Fla.—License revocation (to be heard in Panama City).

APRIL 28

WRDO, Augusta, Me.—License renewal.

JUNE 30

NEW, KNOE Inc., Monroe, La.—CP 1420 kc 250 w unl.

Fire Silence

KNOWING well the tendency of listeners to rush to scenes of reported fires thereby impeding traffic in the fire area and hampering the firemen's work, KSTP has agreed with the Minneapolis and St. Paul fire departments to withhold from its newscasts any immediate mention of local conflagrations. In return the fire departments cooperate with the KSTP newsroom by notifying them of all special alarm fires. KSTP then has its mobile unit on the scene for recordings of the blaze, to be rebroadcast when the fire is under control.

Contract for Laboratory At Princeton Is Awarded

CONTRACT for designing and building the new RCA Laboratories at Princeton, N. J. [BROADCASTING, March 10], has been awarded to the H. K. Ferguson Co., New York and Cleveland, according to Otto S. Schairer, vice-president of RCA Laboratories.

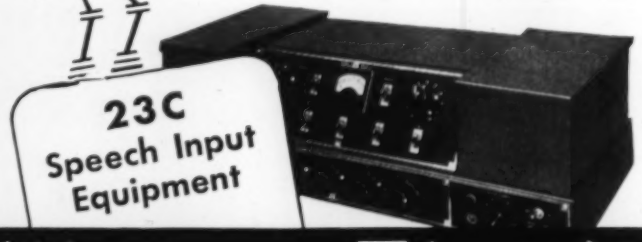
Stating that the building, which will be the largest radio research laboratories in the world, is expected to be completed before the end of the year, Mr. Schairer explained that "we have in mind a dignified structure which we hope will be a credit to the community and in harmony with other buildings in the Princeton vicinity.

There will be an auditorium for lectures and demonstrations. Present technical and patent libraries will be combined and enlarged.

"23C O.K. for FM"

says Chief Engineer

Here is the Speech Input Equipment that will enable you to meet the quality standards of FM. It provides uniform frequency response from 50 to 15,000 cycles—total gain of 96 db. Factory-wired and tested—simple and economical to install, operate and maintain. Ask Graybar for details.



Western Electric

Standard Musical Pitch Of Bureau of Standards Back on Normal Basis

THE STANDARD frequency radio service of the National Bureau of Standards, near Washington, which has been conducted on a reduced basis since last November when fire destroyed the Bureau's broadcasting station WWV, has been extended by the resumption of the standard musical pitch and of seconds intervals. Barring unforeseen developments due to the current use of temporary equipment, it is pointed out, the service will henceforth be on the air continuously day and night. The radio frequency is, as formerly, 5,000 kilocycles per second.

The standard musical pitch carried by the broadcast is the frequency 440 cycles per second, corresponding to A above middle C. In addition there is a pulse every second, heard as a faint tick, when listening to the 440 cycles. The pulse lasts 0.005 second, and provides an accurate time interval for purposes of physical measurements. The 440-cycle tone is interrupted every five minutes for one minute in order to give the station announcement and to provide an interval for the checking of radio measurements based on the standard radio frequency. The announcement is the station call letters (WWV) in telegraphic code (dots and dashes).

The beginnings of the announcement periods are so synchronized with the basic time service of the U. S. Naval Observatory that they mark accurately the hour and the successive 5-minute periods; this adjustment does not have the extreme accuracy of the time intervals, but is within a small fraction of a second.

Movie Engineers to Meet

HIGHLIGHT of the 1941 spring convention of the Society of Motion Picture Engineers, to be held May 5-8 at the Sagamore Hotel, Rochester, N. Y. will be an all-day joint session with the Acoustical Society of America. Sessions that day, May 7, will feature a symposium of papers by engineers of the Bell Laboratories and in the evening the two groups will witness a demonstration of stereophonic sound by the Bell Labs.

Young Boice Joins WMBD

HUGH BOICE Jr. has joined the staff of WMBD in Peoria, Ill., coming direct from the New York sales staff of Free & Peters, station representatives. At WMBD he will handle regional and national contact work throughout the Middlewest. A veteran of seven years in the advertising field he spent two years with Benton & Bowles, New York, and two with WNEW, New York.

EDWARD R. MURROW, chief of the CBS European staff, will be heard in a special broadcast March 26 from England, coincident with the American premiere of "This Is England," a short subject being released by Columbia Pictures. Mr. Murrow is commentator in the film, it was brought to the United States by Harry Hopkins on his recent return from England.

AGENCY Appointments

DR. SHOR, Philadelphia (dentist), to Philip Klein, Philadelphia. Use of radio will be continued.

EYE AIRCRAFT Co., St. Louis (airplanes), to Potts-Turnbull Co., Kansas City, as agency is said to be using radio along with other media.

SUMMER PRODUCTS Co., Bedford, O., to Ruthrauff & Ryan, New York, for Diamond tints and dyes.

ETERNA WATCH Co. of America, New York (Swiss watches), to H. W. Fairfax Adv. Agency, New York. Company has used time signals in limited markets in the past.

NIAGARA NATIONAL BANK, Buffalo, to Ellis Adv. Co., Buffalo office, reappointed. In addition to newspaper and direct mail, spot announcements will be used, 10 a week on WBEN.

LINCO PRODUCTS Co., Chicago (Linco disinfectant) to Mitchell-Faust Adv. Co., Chicago. Radio is being used.

PENNSYLVANIA TOURIST ADVISORY COMMITTEE, Harrisburg, Pa. (travel), to Benjamin Eshleman Co., Philadelphia.

50 MORE STATIONS ORDER UP SERVICE

FIFTY stations in 28 States have signed for UP service since its last previous announcement, according to United Press headquarters in New York.

The new stations are: WMOB, Mobile, Ala.; KWJB, Globe, Ariz.; KSAN, San Francisco; KFXJ, Grand Junction, Col.; KIDW, Lamar, Col.; WOL, Washington; WRUF, Gainesville, Fla.; WTSP, St. Petersburg, Fla.; WGAU, Athens, Ga.; WMJM, Cordele, Ga.; WLAG, La Grange, Ga.; WGOV, Valdosta, Ga.; WEBQ, Harrisburg, Ill.; WJOB, Hammond, Ind.; WKMO, Kokomo, Ind.; KBIZ, Ottumwa, Ia.; KIUL, Garden City, Kan.; KALB, Alexandria, La.; WHYN, Holyoke, Mass.; WBOC, Salisbury, Md.; KWLM, Willmar, Minn.; WBTA, Batavia, N. Y.; WGNY, Newburgh, N. Y.; WHDL, Niagara Falls; WWNY, Watertown, N. Y.; WGBR, Goldsboro, N. C.; WCKY, Cincinnati; WMRN, Marion, O.; WSTV, Steubenville, O.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KMED, Medford, Ore.; KODL, The Dalles, Ore.; WERC, Erie, Pa.; WKPA, New Kensington, Pa.; WEEU, WRAW, Reading, Pa.; KOBH, Rapid City, S. D.; WDEF, Chattanooga, Tenn.; WBIR, Knoxville, Tenn.; KEYS, Corpus Christi, Tex.; WACO, Waco, Tex.; WSVA, Harrisonburg, Va.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KWSC, Pullman, Wash.; WAJR, Morgantown, W. Va.; WKWK, Wheeling; WIGM, Medford, Wis.; KFBC, Cheyenne, Wyo. Contingent contracts has been signed with applicants for stations at Coeur d'Alene, Ida.; Jacksonville, Ill., and Pottstown, Pa.

WSRR are the call letters assigned by the FCC to the new 250-watt station on 1370 kc. granted March 13 to Stephen Rintoul in Stamford, Conn. [BROADCASTING, March 17].

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.

University Park, Md.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kans.

Openings On Hand!—For qualified employees—every department—announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Wanted, Chief Engineer—For new two hundred fifty watt station. State when available. Full qualifications, references, full personal description desired. Salary to start. No personal calls. Write Station KHMO, Hannibal, Mo.

Wanted, Manager—For new two hundred fifty watt full-time radio station, midwestern town twenty-five thousand. State when available, qualifications, references, full personal description, desired salary to start. No personal calls. Write Station KHMO, Hannibal, Mo.

Situations Wanted

Production-Programming-Continuity — Decade of experience (NBC, CBS, local). Age 25. Box 293, BROADCASTING.

Why Lose Money — Will manage Southern station profit sharing basis—you can't lose. Box 292. BROADCASTING.

Studio Engineer—Licensed ten years, experienced maintenance, installations, recording, operations, network feeds—references—no fake. Box 290 BROADCASTING.

Employed Station Manager—Excellent record sales, production, executive. Desires good permanent position, not necessarily managership. Sound reason for change. Box 286, BROADCASTING.

Experienced, Capable Broadcast Technician—Steadily employed, wishes position as engineer, or operator with good promotion possibilities. Sixteen years' experience. Two years' calculus. Box 285, BROADCASTING.

Looking For An Active Station Manager?—Young married man with family. Age 35. Now employed as local station manager. 5 years in this capacity. 5 years preceding Advertising Manager Daily Newspaper. Would like to take active management regional or national network station in the west or southwest preferred. Can build your station with ideas, good personnel and good management. Complete details if interested. Box 288, BROADCASTING.

Situations Wanted (Continued)

Sports Announcer And Commentator—Also news and general duty. Middle twenties. Free to travel. Two years' experience. Write Tommy Towers, 694 S. Hobart, Los Angeles.

Sales, Production, Announcing, Copy—Regional experience, college education. Employed as program director and assistant manager of local. Go anywhere opportunity knocks. Have car and transcription equipment. Box 289, BROADCASTING.

First Class Operators Available—Graduates for broadcasting, television, frequency modulation, and commercial stations, able to work anywhere. Some with announcing experience. Have successful men in stations in all sections of country; list furnished upon request. Contact Graduate Relations Department, National Schools, 4000 So. Figueroa, Los Angeles, Calif.

Widely Experienced Radio And Agency Man—Seeks Eastern position. Nine years radio copy chief, producer, assistant director; four years agency copy chief, trouble-shooter. Excellent voice. Draft-free. Willing manage local, or assist busier executive. Present salary and position secure, but want immediate new connection with station or agency. Box 287, BROADCASTING.

HERE IS THE MAN—For your program department. Alert and experienced young man desires position as staff announcer with network affiliate. Proven writing and creative ability. Looking for improvement over present radio job. Photo and transcription upon request. Want a break, so do I . . . this is it . . . no foolin'. Write today for the entire story of why I am the man for your station. Box 291, BROADCASTING.

Wanted to Buy

West Central—Station desires to hear from anyone having late model five kilowatt transmitter for sale. Box 294, BROADCASTING.

For Sale

One New And One Slightly Used Collins 100 D Tube.—Price $10.00 for both tubes. KRBA, Lufkin, Texas.

RCA ET4230 100/250 Watt Transmitter.—RCA 55A line amplifier. 185 feet vertical radiator, guys, insulators. 1340 kc. General Radio Monitor crystal. KFRO, Longview, Texas.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

Decline for Decade In Average Size of Families Is Shown

Census Bureau Finds Number Of Families Rose 16.6%

THE NUMBER of families in the United States increased 16.6%, or from 29,904,663 in 1930 to 34,861,625 in 1940, according to an announcement March 22 by the U. S. Census Bureau.

By "families" the Census Bureau means "occupied dwelling units" in 1940 and "number of private families" in 1930. The specific classifications, while not absolutely comparable, are declared by the Bureau to show differences so small as to be negligible.

With the increase in the number of families, of course, there was a decrease in the average population per occupied dwelling unit, or size of families. In 1930 the average family consisted of 4.1 persons as compared with 3.8 in 1940. The average in cities dropped from 4.0 to 3.6 during the decade; in farm areas the average dropped from 4.3 to 4.0.

Cause of Trend

In explaining the cause of this trend, the Bureau noted a continuous decline in size of families since 1890, due to the receding birth rate and to the setting up of separate households of two or more families previously living as one unit. A more rapid decline has occurred since 1930 due, it is suggested, to adverse economic conditions prevailing during the greater part of the decade.

The Census Bureau explains that if present population trends continue, "the United States is faced with a stationary or even a declining population in about 30 or 40 years. Similarly, the trend in number of families can be expected to follow this general pattern, although the pace may not be as rapid since the decline in size of family is an offsetting factor. For example, the population increased 16.1% from 1920 to 1930, but only 7.2% from 1930 to 1940, whereas the number of families increased 23.1% and 16.6% in the same decade.

"The geographic divisions with the highest average population per occupied dwelling unit were the South Atlantic and East South Central Divisions, 4.2 and 4.1 persons, respectively. The lowest average was in the Pacific Division, 3.2 persons. Twelve States, ten of them in the South, had averages of four persons or more, while no State outside the Far West showed an average less than 3.5.

"Each geographic division showed a decline in average size of family from 1930 to 1940, no decline being less than 6% or more than 9%. The rank of geographic divisions according to size of family between 1930 and 1940, however, remained unchanged. Each State also showed a decline in average size of family. Six States and the District of Columbia had declines in family size of 5% or less, while eight States had declines of 10% or more, five of the latter being Western States.

"The number of families increased from 1930 to 1940 in every State, including the six States in which the population decreased. It is evident, therefore, that an increase in the number of families may occur without an increase in population. A stationary population, or one slowly declining, could still have an increase in the number of families by the process of spreading the population out into a larger number of smaller families.

"The largest increase in number of families occurred in the District of Columbia (38.4%), followed closely by Florida and California; 13 other States also had increases of 20% or more. On the other hand, only seven States had gains of less than 10% and four of these were in the West North Central Division. In all except three of the States and the District of Columbia, the increase in number of families exceeded the increase in population by more than 5%".

Average Population Per Occupied Dwelling Unit in 1940 and Average Population Per Private Family in 1930

(Revised figures for occupied dwelling units; final figures for population.)

(As released by the U. S. Census Bureau, March 22, 1941)

Division and State	Total population			Occupied dwelling units 1940, private families 1930			Average population per occupied dwelling unit 1940—per private family 1930			
	1940	1930	Percent* Increase	1940	1930	Percent Increase	1940	1930	Decrease Amount	Decrease Percent
United States	131,669,275	122,775,046	7.2	34,861,625	29,904,663	16.6	3.8	4.1	.3	8
Urban	74,423,702	68,954,823	7.9	20,598,506	17,372,524	18.6	3.6	4.0	.4	9
Rural	57,245,573	53,820,223	6.4	14,263,119	12,532,139	13.8	4.0	4.3	.3	7
Geographic Divisions:										
New England	8,437,290	8,166,341	3.3	2,201,647	1,981,499	11.1	3.8	4.1	.3	7
Middle Atlantic	27,539,487	26,260,750	4.9	7,279,087	6,374,380	14.2	3.8	4.1	.3	8
East North Central	26,626,342	25,297,185	5.3	7,276,297	6,362,823	14.4	3.7	4.0	.3	8
West North Central	13,516,990	13,296,915	1.7	3,689,070	3,317,881	11.2	3.7	4.0	.3	9
South Atlantic	17,823,151	15,793,589	12.9	4,279,740	3,511,860	21.9	4.2	4.5	.3	7
East South Central	10,778,225	9,887,214	9.0	2,622,810	2,273,359	15.4	4.1	4.3	.2	6
West South Central	13,064,525	12,176,830	7.3	3,377,534	2,868,262	17.8	3.9	4.2	.3	9
Mountain	4,150,003	3,701,789	12.1	1,120,694	914,408	22.6	3.7	4.0	.3	9
Pacific	9,733,262	8,194,433	18.8	3,014,746	2,300,191	31.1	3.2	3.6	.4	9
New England										
Maine	847,226	797,423	6.2	218,999	197,826	10.7	3.9	4.0	.1	4
New Hampshire	491,524	465,293	5.6	133,010	119,337	11.5	3.7	3.9	.2	4
Vermont	359,231	359,611	−0.1	92,432	89,188	3.6	3.9	4.0	.1	4
Massachusetts	4,316,721	429,614	1.6	1,120,524	1,021,160	9.7	3.9	4.2	.3	7
Rhode Island	713,346	687,497	3.8	187,795	165,343	13.6	3.8	4.2	.4	9
Connecticut	1,709,242	1,606,903	6.4	448,887	388,645	15.5	3.8	4.1	.3	6
Middle Atlantic:										
New York	13,479,142	12,588,066	7.1	3,662,618	3,153,124	16.2	3.7	4.0	.3	8
New Jersey	4,160,165	4,041,334	2.9	1,100,585	985,636	11.7	3.8	4.1	.3	8
Pennsylvania	9,900,180	9,631,350	2.8	2,515,884	2,235,620	12.5	3.9	4.3	.4	9
East North Central:										
Ohio	6,907,612	6,646,697	3.9	1,898,212	1,697,918	11.8	3.6	3.9	.3	7
Indiana	3,427,796	3,238,503	5.8	961,500	843,066	14.0	3.6	3.8	.2	5
Illinois	7,897,241	7,630,654	3.5	2,193,114	1,929,396	13.7	3.6	4.0	.4	9
Michigan	5,256,106	4,842,325	8.5	1,396,206	1,180,554	18.3	3.8	4.1	.3	8
Wisconsin	3,137,587	2,939,006	6.8	827,265	711,889	16.2	3.8	4.1	.3	8
West North Central:										
Minnesota	2,792,300	2,563,953	8.9	728,513	606,496	20.1	3.8	4.2	.4	9
Iowa	2,538,268	2,470,939	2.7	701,920	635,704	10.4	3.6	3.9	.3	7
Missouri	3,784,664	3,629,367	4.3	1,068,811	939,476	13.8	3.5	3.9	.4	8
North Dakota	641,935	680,845	−5.7	152,171	145,005	4.9	4.2	4.7	.5	10
South Dakota	642,961	692,849	−7.2	165,430	161,013	2.7	3.9	4.3	.4	10
Nebraska	1,315,834	1,377,963	−4.5	360,811	342,999	5.2	3.6	4.0	.4	9
Kansas	1,801,028	1,880,999	−4.3	511,414	487,188	5.0	3.5	3.9	.4	9
South Atlantic:										
Delaware	266,505	238,380	11.8	70,572	59,092	19.4	3.8	4.0	.2	6
Maryland	1,821,244	1,631,526	11.6	466,002	385,179	21.0	3.9	4.2	.3	8
District of Columbia	663,091	486,869	36.2	173,709	125,554	38.4	3.8	3.9	.1	2
Virginia	2,677,773	2,421,851	10.6	627,659	529,089	18.6	4.3	4.6	.3	7
West Virginia	1,901,974	1,729,205	10.0	444,889	373,941	19.0	4.3	4.6	.3	7
North Carolina	3,571,623	3,170,276	12.7	789,566	644,033	22.6	4.5	4.9	.4	8
South Carolina	1,899,804	1,738,765	9.3	434,922	365,680	18.9	4.4	4.8	.4	8
Georgia	3,123,723	2,908,506	7.4	752,286	652,793	15.2	4.2	4.5	.3	7
Florida	1,897,414	1,468,211	29.2	520,135	376,499	38.2	3.6	3.9	.3	8
East South Central:										
Kentucky	2,845,627	2,614,589	8.8	698,604	609,405	14.6	4.1	4.3	.2	5
Tennessee	2,915,841	2,616,556	11.4	715,425	600,625	19.1	4.1	4.4	.3	7
Alabama	2,832,961	2,646,248	7.1	673,914	591,625	13.9	4.2	4.5	.3	6
Mississippi	2,183,796	2,009,821	8.7	534,867	471,704	13.4	4.1	4.3	.2	4
West South Central:										
Arkansas	1,949,387	1,854,482	5.1	495,841	438,639	13.0	3.9	4.2	.3	7
Louisiana	2,363,880	2,101,593	12.5	592,595	485,363	22.1	4.0	4.3	.3	8
Oklahoma	2,336,434	2,396,040	−2.5	610,424	564,164	8.2	3.8	4.2	.4	10
Texas	6,414,824	5,824,715	10.1	1,678,674	1,380,096	21.6	3.8	4.2	.4	9
Mountain:										
Montana	559,456	537,606	4.1	159,977	136,210	17.4	3.5	3.9	.4	11
Idaho	524,873	445,032	17.9	141,765	108,044	31.2	3.7	4.1	.4	10
Wyoming	250,742	225,565	11.2	69,357	56,887	21.9	3.6	4.0	.4	9
Colorado	1,123,296	1,035,791	8.4	316,112	267,324	18.3	3.6	3.9	.3	8
New Mexico	531,818	423,317	25.6	129,504	98,546	31.4	4.1	4.3	.2	4
Arizona	499,261	435,573	14.6	131,189	105,992	23.8	3.8	4.1	.3	7
Utah	550,310	507,847	8.4	139,496	115,936	20.3	3.9	4.4	.5	10
Nevada	110,247	91,058	21.1	33,294	25,469	30.7	3.3	3.6	.3	8
Pacific:										
Washington	1,736,191	1,563,396	11.1	537,968	423,533	26.9	3.2	3.7	.5	13
Oregon	1,089,684	953,786	14.2	337,731	266,328	26.8	3.2	3.6	.4	10
California	6,907,387	5,677,251	21.7	2,139,047	1,610,030	32.9	3.2	3.5	.3	8

* A minus sign(−) denotes decrease.
† These percentages are based on the computed average population figures before rounding to tenths.

Recordad Co. Forme

RECORDAD Co., 48 W. 48th New York, has been formed to duce phonograph recordings taining advertising commerc for distribution as premiums. advertising will be limited to messages at the beginning and of the records. According to J Rosenberg, in charge of product with the public demand for rec highest since the introduction radio, and the unique long lif records, the service will open u advertisers a new adverti medium.